DECEMBER 15, 1960

BOOT and SHOE
Recorder
NATIONAL VOICE OF THE TRADE

brand name guide and trademark directory issue

OF THE SHOE, LEATHER AND ALLIED INDUSTRIES

Section II

When your shoe and your competitors' look alike, a trusted brand name on the sole can make the difference . . . can make the sale. These are the solemarks that stand for matchless quality and your customers know that they are

not on all shoes . . . just the best ones **AVON**
SOLE COMPANY

YOUR FIGURES

FROM A VOLUME AND PROFIT ANGLE

then

with

VAISEY-BRISTOL

Monett,
Missouri

JUMPING-JACKS®
Young America's Finest Fitting Shoes
High Chair to High School

the Bristol shoe
The "His" choice for students

Bonnie Bristol
"Her" choice for
Campus Classics

JUMPING-JACKS are sold
in 42 countries
on this planet

INTERNATIONAL SHOE COMPANY

World's Largest Shoe Manufacturer

28 FAMOUS NAMES IN FOOTWEAR

These are the trademarks instantly recognized by millions of Americans — men, women and children — representing quality and value for every age group, every income group, in every sphere of footwear fashion, coast to coast.

SHOES FOR CHILDREN

Poll Parrot
Vitaposise
Red Goose Shoes
Weather Bird Shoes

SHOES FOR TEENS

Trios
Gems
Smart Set

SHOES FOR THE FAMILY

Sundial Shoes
Fun-Shus
Amigos

SHOES FOR WOMEN

Trim Tred
Velvet Step
Grace Walker
Soft Pedals
Accent
Panorama
Florsheim
Vitality

SHOES FOR MEN

John C. Roberts
The Rand Shoe
Winthrop
City Club
Hanan
The Florsheim Shoe
Wesboro
Hy-Test Safety Shoes
Randcraft
Kingsway

International Shoe Company

- ST. LOUIS, MISSOURI
- ATLANTA, GEORGIA
- LOS ANGELES, CALIFORNIA
- NEW YORK, NEW YORK

BOOT and SHOE
Recorder
NATIONAL VOICE OF THE TRADE

1961 Brand Name Guide and Trademark Directory of the Shoe, Leather and Allied Industries

Copyright, 1960
by
CHILTON COMPANY

EXECUTIVE OFFICES
Chestnut and 56th Sts., Philadelphia 39, Pa., U. S. A.

EXPLANATORY NOTE

The Directory issue is divided into four sections: Shoe Manufacturers, Wholesalers and Importers; Tanners; Allied Industries, and Canadian Shoe Manufacturers and Wholesalers.

BOOT AND SHOE RECORDER assumes no responsibility for the legal ownership of trademarks, trade names, or brand names sent to it for publication. We have merely recorded the names of trademarks and brands supplied by firms who send them to us for listing in the Directory.

this family of fine brands...

Johnsonian GUIDE STEP

Johnsonian

RANGER HEAVY DUTY SHOES

Endwell

Johnsonian Jr.

johnsonette originals

E-JAY

SCHOOL CHUM with Permacounter

Birth-Right

makes Endicott Johnson

THE FAMOUS FAMILY NAME IN SHOES

Take a new look at Endicott Johnson . . . see the new lines, complete lines . . . styled and priced for volume the year around . . . backed by promotions that mean profit for you!

ENDICOTT EJ JOHNSON

Endicott 1, New York

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THE THINGS THESE BRANDS MUST GO THROUGH TO EARN THIS SYMBOL

BROWN
SHOE COMPANY

Quality at your feet

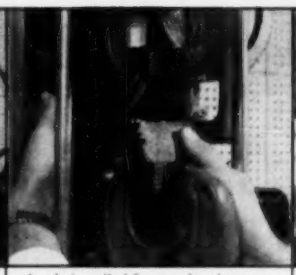
Air Step · Buster Brown · Galaxies · Glamour Debs
Official Boy Scout Shoes · Official Girl Scout Shoes
Life Stride · Miss America · Naturalizer · Pedwin · Propr-Bilt
Risqué · Robin Hood · Robinette · Roblee · Smartaire

BROWN
SHOE COMPANY

Quality at your feet

BROWN SHOE

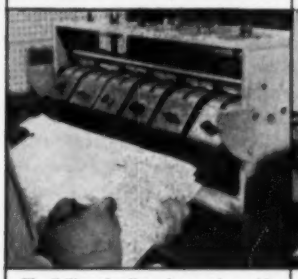
Sole materials get a lifetime workout in minutes on this U. S. Bureau of Standards abrasion machine. Sensitive dials register the amount of abrasion to determine potential wear.



A sole is pulled from a shoe by a tensile-testing machine to test adhesive strength of its stitched, nailed, or cemented bond. A strong bond is needed to meet Brown specifications.

A week's accelerated aging in a warm oven discloses many things about cemented bonds: quantity of oils and other components destructive to the bond.

A sample of soling undergoes test for oil resistance. A gain in weight after two weeks' soaking in oil means sample has absorbed oil and would give poor wear.



Flexibility of solings is tested on this Ross Flexing Machine. Pre-punched sample is flexed at rate of twice a second. It must withstand 100,000 flexes without the crack spreading.

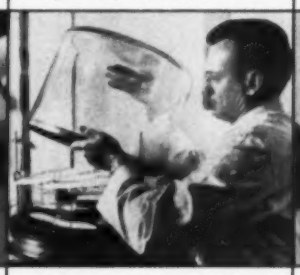
The Brown laboratory staff built this special machine to test flex resistance of uppers. They are given 100 hours of flexing (or 600,000 flexes)—equivalent to double that of ordinary wear.

Polarized light is used to study the degree of strain inherent in heels for women's shoes. The more intense the spectrum, the greater the strain and possibility of failure in wear.

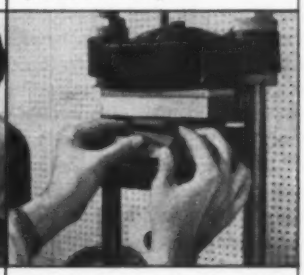
Static load tester measures pressure heels will take. This helps determine how well heel will take impact of sudden pressure as well as continuous pressure of standing.

Lacquer adhesion is another important part of heel testing to prevent cracking and chipping. Lacquer adhesion is tested by "baking" in an oven.

Soles and sock liners are soaked in a solution of ammonia to test effect of perspiration on composition of insoles as well as its effects on finish of sock liners.



A period in the humidity-control chamber shows tendency of an insole to absorb moisture and develop mold. It also establishes color-fastness of thread and ink used on labels.



Rubber, plastic, and sponge insole materials are tested to see how often they can be compressed and still retain resiliency. Even their bond strength is tested!

White fabrics are tested for tint absorption. Different fabrics and materials are tested for color-matching possibilities. Metal ornaments get tarnish test.

Latex adhesives, glues, dyes—all chemical products used to make a Brown Shoe are tested to see that they, like the material components, meet quality requirements.

Even sprays are checked. Will they dull with age? Or will they allow the original finish of the leather to show through? Will they retain their flexibility or crack when dry?

Every shoe in every Brown line must earn its place in the box by giving the service for which it was made—the service of quality-tested, quality-controlled shoes.

COMPANY

St. Louis, Missouri . . . Makers of: Air Step • Buster Brown • Galaxies Glamour Debs • Life Stride • Miss America • Naturalizer • Official Boy Scout Shoes • Official Girl Scout Shoes • Pedwin • Propr-Bilt Risqué • Robin Hood • Robinette • Roblee • Smartaire.

Brand Names in Relation

The growth of makeup shoes is due to the increase in volume outlets and chains, but the changing consumer market should benefit branded lines. Independents are the backbone of the branded shoe industry.

MOST mature Americans use brand names dozens of times each month of their lives. Provocative in some instances, subtle in others, yet almost always worthy of attention, brand names and trademarks[1] have become a part of our way of life in America. Most people accept them as a fact, a part of our competitive economic system.

As Pope F. Brock stated it, "Billions of dollars are spent yearly by American business to tell us about its wares, and the most potent device to carry this message is the trademark, the brand name. . . . The dealer, the distributor and the factory look to advertising to bring customers. The nexus, the spark of the advertising matter, is the trademark. It is the reflector of reflectors of the goodwill, of the popularity of the merchandise, and of the reputation of the company. As the institution and its product acquire a good name, the mark somehow gathers to itself this public approval and becomes a magnet to would-be buyers."

"The trademark is a symbol, but it is more than just another symbol. Its habitat is the civilized world, and its adventures exceed a thousand times the travels of Marco Polo," to quote another writer.

While it is true that we buy goods by symbols, it is also true that we live by symbols. The Cross of the Christian Church might be chosen as the leading symbol of our day, and for generations past. The Sickle and the Crescent is the emblem of the faith of some 250,000,000 followers of Mohammed. The Red Cross with its suggestion of relief and mercy, as well as many other symbols, we daily take for granted.

In the use of trademarks the businessman has merely imitated what has been done in all fields of human activity. An illiterate person went into the leather business and made an "X" as a substitute for his signature, and the combination of this "X" and the man's name came to be "Mark Cross," the best known of all manufacturers of leather goods.

Monetary Value of Trademarks

Some trademarks are worth millions of dollars, because, among other things, that is how much has been spent over the years in introducing and establishing them. But trademarks may be worth millions of dollars, not only because millions have been spent on advertising them but also because the trademarks bring in millions of dollars worth of business each year.

One writer has said that "the manufacturer's brand and trademark is the single most important sales building element on any package."

That the value of a trademark depends upon the quality of the product is perhaps no more aptly illustrated than by the following quotation, which is attributed to the great English writer, John Ruskin, and appears many times in literature dealing with brand names and trademarks: "There is hardly anything in the world that someone cannot make a little worse and sell a little cheaper, and the people who consider price only are this man's lawful prey." One writer gives the following justification for buying by trademark:

> To the manufacturer, the trademark system means stability; to the merchant, prosperity; and to the consumer, shopping confidence.

There are said to be 14,828 national advertisers promoting the sale of goods under 26,566 brands. In addition there are many sellers of nonadvertised or locally advertised goods.

The value of a brand name or trademark to a particular shoe manufacturer is well illustrated by the following letter:

——Shoes are the largest selling branded shoe in America . . . our sales amounted to approximately $30,000,000 last year. I believe that we rank about fifth among shoe manufacturers (not counting retail sales volume as we do not have any retail outlets) but, unlike the other manufacturers with larger volume, we manufacture only one brand and that is —— Shoes.

—— Shoes have been nationally advertised since 1898 and when the present management bought out the former company manufacturing —— Shoes, in essence all they bought was the brand name. It was well known then both in the trade and among consumers so that it was a relatively simple matter through good business management to increase production from some 700 pairs a day in 1932 to over 20,000 pairs a day in 1954.

We spent more money in national advertising than any other brand of women's shoes in the industry . . . and have done so for at least fifteen years. It is not surprising then that —— Shoes are the best known brand in America.

I think the value of the brand name "—— Shoes" can best be evaluated in the light of what would happen if the brand name were withdrawn from the market. I am quite sure that if we put out the same shoes tomorrow under the name of "Smith" our sales and our retailers' sales would drop at least 50 per cent and probably much more. If management were changed at the same time, sales, in my opinion, would virtually stop.

St. Louis a Branded Market

The St. Louis area is known as a center for the production of branded shoes. Some 80 per cent of these shoes carry a manufacturer's brand; practically all of the remaining production carries a retailer's or other distributor's brand. Members of the

[1] In this article, the terms "Brand Names" and "Trade-Marks" are used interchangeably.

to the Changing Market

by PAUL M. HOFFMAN, M.B., M.B.A., Ph.D.
Chairman, Dept. of Marketing, Southern Illinois University

PAUL M. HOFFMAN

industry refer to the shoes bearing only the manufacturer's brand as being "branded." All others are considered "unbranded."

With the exception of two companies selling all of their production under retailers' brands, most St. Louis manufacturers producing under brands other than their own, produce only a small percentage of their total volume in this manner. This high percentage of production under manufacturers' brands substantiates the claim of St. Louis of being a "branded market," or, more accurately, a center for the production of shoes under manufacturers' brands. It is claimed that this has been true since immediately following World War I. In fact, the St. Louis Show, known as the "Shoe Market of America," is widely recognized as a brand-names show.

Brand Sensitivity

It is easy to see why the St. Louis shoe industry would be acutely sensitive to any reported inroads being made by unbranded and private labeled shoes. Retailers and producers continue to extol the virtues and shortcomings of branded shoes as compared with unbranded or private labeled shoes.

A disturbing factor currently appearing on the scene is the rise in the ratio of makeup shoes at the expense of branded shoes. Some of the department store chains have reportedly increased their share of makeups as much as 25 per cent in recent years. There is also some evidence to show that the increase in department store makeups serves to supplement branded lines rather than to supplant them. However, the typical independent shoe retailer continues to emphasize branded lines.

Strikingly enough, large volume retailers such as department stores, mail order houses, super markets, discount houses, variety store chains and shoe chains have shown a rapid growth both in number of outlets and in total volume. These types of organizations have shown a tendency to feature makeups rather than branded shoes. The increase in this type of business, then, is attributable more to the type of outlet than to the type of shoe. It is estimated that today as much as 41 per cent of all retail shoe business is being done by large volume organizations with centralized buying officers.

Even some independent retailers are increasingly conscious of private labeled shoes—of their availability at lower prices, with broader profit margins. However, smaller retailers are unable to carry the volume and prestige so necessary for success along these lines. The independent retailer is still the core of the branded shoe industry, but the average rate of growth of the independent retailer is somewhat slower than that of the mass-volume stores referred to above.

The manufacturer of branded shoes is increasingly aware of the need for further promotional efforts such as advertising and more substantial aid to distributors selling their brands.

These manufacturers realize also that the multiplicity of brands weakens their promotional efforts, resulting in less brand recognition on the consumer level. Some 27 shoe manufacturers in the St. Louis area own about three hundred manufacturers' brands, and the number of retailers' brands currently produced staggers human imagination. As an illustration, one smaller company producing only about 500,000 pairs of shoes annually, all retailers' brands, has been using some 532 brand names. The fragmented industry, with individually limited promotion budgets, does not allow for adequate advertising and other means of promotion of so many brands.

In a spot check of some of the leading shoe manufacturers in the St. Louis area one finds very little evidence of an increase in the number of brands being produced. In fact, the larger manufacturers of branded shoes, which also happen to be located in the St. Louis area, will agree that there has been a tendency to concentrate or telescope the number of brands in similar price lines. They express privately the wish that they might concentrate further on fewer brands, but fear that this would reduce their number of outlets. Some will frankly admit that they advertise only their firmly established brands, which are relatively few in number when compared to the total number of brands owned by these same manufacturers.

Illustrative of this trend, one of the larger companies has decided to concentrate its promotional efforts on some ten brands although, as recently as five years ago, this company promoted about twice this number. Incidentally, this same company produces one of the largest, if not the largest, selling brands in this country. They have decided to telescope their selling efforts on fewer brands despite their philosophy that any single brand of shoe will attract only so much business and that, to increase the company's share of the total market, additional brands must be introduced. This decision is no doubt influenced by the increasing cost of promotion and the attending difficulty of making brand promotion practices effective.

Shoe manufacturers and retailers should realize that there are two dis-

tinct types of changes taking place in the consumer market, knowledge of which points the way to better marketing decisions. One of these is growth or change in physical volume. The other consists of the modifications or shifts in the prevailing characteristics of the individual or groups making up the market. The second type of change results from modifications in such factors as life expectancy, age distribution, mobility, purchasing power, habits, customs, or preferences.

Admittedly, not all of these factors will be of concern to each shoe manufacturer. But many of them are important to him.

Population is the first element of a nation's growth and worth, especially if that populace has the desire to be economically productive. Every person added to our number adds demand for approximately one more ton of food and nonalcoholic beverages, that is, an annual increase in food demand of 3,000,000 tons. Think of what it means in terms of pairs of shoes, of dollars spent on this item. Although the death rate has been showing considerable decrease over the past generation, death will cut down almost 1,600,000 of the consumers who already know your products, your brand, and your company. It is improbable that future decreases will be comparable with those of the recent past, particularly in the light of an increasing proportion of our population in the age groups over 60.

Increased life expectancy has added over 31 years to our male and 36 years to our female life span since 1850. Extending by this amount the time a customer can buy with the higher purchasing power of today, expands the market more than adding a new customer did in grandfather's time. Expectancy is still increasing.

Changes in age distribution indicate changes in marketing tactics for many products. The two fastest growing segments of our population are at the opposite ends of the age range, those under 10 years of age and those over 60.

Shoe manufacturers must be particularly aware of changes in the location and concentration of population, for this affects marketing decisions as to location of retail stores, shopping centers, warehouses, allocations of advertising funds, and changes in methods of distribution. There has been a three-phase change —urbanization, suburbanization, and now interurbanization.

The mobility of the American people is of particular concern to manufacturers of consumer items such as shoes. Americans literally live on wheels. Between April, 1958, and April, 1959, almost 33,000,000 of our civilian consumers one year old and over moved to a different house. Of this group, almost five and one-half million moved within the same state but over five million moved between states. Think what this means in terms of brand loyalties, especially how it can hurt local and private brands.

Total disposable personal income (income after taxes) is expected to exceed $380 billion by 1965. Discretionary income or spending power (income left after taxes and provision for food, clothing and shelter to provide a 1940 standard of living) is six times that of 1940 and still continues to increase. This discretionary buying power is a challenge to any progressive shoe manufacturer or retailer. He can use appeals beyond the subsistence level—pride in owning multiple pairs of shoes, the feasibility of which is reflected in our constantly rising standard of living.

Summary

There can be no doubt that brands are valuable to the shoe manufacturer. In fact, some of these brands bring in millions of dollars in sales annually. Goods can always be made and sold for less but there is evidence to support the contention that manufacturer's brands can give the consumer at least equal quality for his money and, what is more important, this quality will be uniform for any particular brand. There is no such assurance in distributor's brands.

There is evidence that preference for brands is a good predictor of what consumers actually purchase. There is further evidence that the bigger or more successful the consumers think a company is, the better impression they have. Continued and increased promotional efforts by shoe manufacturers, with more realistic advertising budgets, is essential.

Already of great importance, branding will probably become even more significant in the future as manufacturers and middlemen seek ways and means of retaining and building customer patronage through better product and company images.

The major advantage of selling a popular manufacturer's brand of shoes which is properly promoted is that the product is already presold to consumers. This is important in mass-volume outlets. The brand name will bring in new customers. It may encourage higher turnover for less selling cost and some of the prestige of the manufacturer's brand may rub off on the dealer. If the manufacturer does not maintain his quality, it is he who receives consumer blame rather than the dealer—and the consumer can be shifted to another manufacturer's brand or a dealer brand. The dealer does not lose his customer.

As indicated from data presented, independent shoe retailers are not able to carry the volume and do not have the prestige so necessary for success in private labeled shoes. This is further borne out by Neil H. Borden when he states that the ability of distributors to sell under their own brands has been governed to considerable extent by the size of their business. The development of distributors' brands has been associated primarily with large-scale retail or wholesale operations. . . The small independent retailer usually has not been in a position by himself to contract with a manufacturer for enough merchandise under his own brand to make it worth while for the manufacturer.

There is a trend among St. Louis area shoe manufacturers to telescope their promotional efforts on fewer brands than has been true in the immediate past. In addition to the above marketing decisions, shoe manufacturers and retailers should keep in mind changes in the marketing structure such as changes in volume and in the characteristics of these individuals or groups making up the market. Of particular concern should be the modifications in life expectancy, mobility, and expressed preferences of the constituents of the market. Only in this way can wise marketing decisions be made as to the allocation of advertising and other promotional efforts so that the right brand will be promoted to the right group in the proper geographical area at the most advantageous time.

THE GROWTH LINES

for COMPLETE and PROFITABLE coverage of the growing volume markets

Brands widely advertised and editorialized . . . enjoying rapid growth in consumer acceptance . . . and backed by dependable in-stock service for retail volume and profit growth on a minimum investment.

CRADDOCK-TERRY Dependable Shoemakers Since 1888 SHOE CORPORATION

CRADDOCK-TERRY SHOE CORPORATION • LYNCHBURG, VIRGINIA

NEW YORK CITY SALES OFFICES: SUITE 1710 • 112 WEST 34TH STREET

THE **KIWI** HIGH PROFIT LINE

presents a few of the Nationally Advertised fine KIWI products

KIWI PASTE POLISH
World's largest seller!
Preferred for the finest in shoe care!

KIWI LIQUID SHOE SHINE
Liquid wax—gives bright high shine instantly!

KIWI SCUFF-MAGIC
Makes kids' shoes look new longer!

KIWI SUEDE SPRAY
A fine spray for suede shoes and accessories—one of KIWI's many aerosol products including Spray Shine and Foot & Shoe Fresh-Up!

KIWI WHITE SHOE CLEANER
For all white shoes—a whiter white!

KIWI WET-PRUF
Waterproofs any smooth leather! Shines, too!

KIWI LEATHER
Life extender &
CONDITIONER
Adds years of life to leather!

KIWI SHOE CREAMS
Dainty, neat, with handy applicator!

KIWI SHINE KITS & GROOMERS
Compact, handy. For *bigger* extra profits!

Stock and sell the complete KIWI *line!*
To step up your dollar sales and profits
try KIWI *extra large.*

KIWI POLISH CO., POTTSTOWN, PA.

What's a Trademark?

Name, Symbol or Device

The primary function of a trademark is to indicate origin, but it also serves to guarantee quality and, through advertising, it serves to create and maintain a demand. Here are facts about trademarks.

Definition and Functions of Trademarks

Definition of Trademarks. A "trademark," as defined in section 45 of the 1946 Act, "includes any word, name, symbol, or device, or any combination thereof adopted and used by a manufacturer or merchant to identify his goods and distinguish them from those manufactured or sold by others."

Function of Trademarks. The primary function of a trademark is to indicate origin. However, trademarks also serve to guarantee the quality of the goods bearing the mark and, through advertising, serve to create and maintain a demand for the product. Rights in a trademark are acquired only by use and the use must ordinarily continue if the rights so acquired are to be preserved. Registration of a trademark in the Patent Office does not in itself create or establish any exclusive rights but is recognition by the government of the rights of the owner to use the mark in commerce to distinguish his goods from those of others.

Mark Must Be Used in Commerce. In order to be eligible for registration, a mark must be in use in commerce which may lawfully be regulated by Congress, for example, interstate commerce, at the time the application is filed. "Use in commerce" is defined in section 45 as follows:

For the purposes of this Act a mark shall be deemed to be used in commerce (a) on goods when it is placed in any manner on the goods or their containers or the displays associated therewith or on the tags or labels affixed thereto and the goods are sold or transported in commerce and (b) on services when it is used or displayed in the sale or advertising of services and the services are rendered in commerce.

Trade and Commercial Names. Trademarks differ from trade and commercial names which are used by manufacturers, industrialists, merchants, agriculturists, and others to identify their businesses, vocations or occupations, or the names or titles lawfully adopted by persons, firms, associations, companies, unions and other organizations. The latter are not subject to registration unless actually used as trademarks.

Registration of Trademarks

Marks Not Subject to Registration. A trademark cannot be registered if it—

(a) Consists of or comprises immoral, deceptive, or scandalous matter or matter which may disparage of falsely suggest a connection with persons, living or dead, institutions, beliefs, or national symbols, or bring them into contempt or disrepute.

(b) Consists of or comprises the flag or coat of arms or other insignia of the United States, or of any State or municipality, or of any foreign nation, or any simulation thereof.

(c) Consists of or comprises a name, portrait, or signature identifying a particular living individual except by his written consent, or the name, signature, or portrait of a deceased President of the United States during the life of his widow, if any, except by the written consent of the widow.

(d) Consists of or comprises a mark which so resembles a mark registered in the Patent Office of a mark or trade name previously used in the United States by another and not abandoned, as to be likely when applied to the goods of the applicant, to cause confusion or mistake or to deceive purchasers.

Principal and Supplemental Register Marks. The Trademark Act of 1946 provides for the establishment of two registers, designated as the Principal Register and the Supplemental Register. Coined, arbitrary, fanciful, or suggestive marks, generally referred to as "technical marks," may, if otherwise qualified, be registered on the Principal Register. Marks not qualified for registration on the latter register but which, nevertheless, are capable of distinguishing applicant's goods and have been in lawful use in commerce for at least one year, may be registered on the Supplemental Register.

Registrable Marks—Principal Register. A trademark, if otherwise eligible, may be registered on the Principal Register unless it consists of a mark which, (1) when applied to the goods of the applicant is merely descriptive of them, or (2) when applied to the goods of the applicant is primarily geographically descriptive or deceptively misdescriptive of them, except as indications of regional origin, or (3) is primarily merely a surname.

Such marks, however, may be registered on the Principal Register, provided they have become distinctive as applied to the applicant's goods in commerce. The commissioner may accept as prima facie evidence that the mark has become distinctive as applied to applicant's goods in commerce, proof of substantially exclusive and continuous use thereof as a mark by the applicant in commerce for the 5 years next preceding the date of filing of the application for registration.

Registrable Marks — Supplemental Register. All marks capable of distinguishing applicant's goods and not registrable on the Principal Register, which have been in lawful use in commerce for the year preceding the filing of the application for registra-

tion, may be registered on the Supplemental Register. For the purpose of registration on the Supplemental Register a mark may consist of any trademark, symbol, label, package, configuration of goods, name, word, slogan, phrase, surname, geographical name, numeral, or device, or any combination of any of the foregoing.

Service, Certification, and Collective Marks

The Trademark Act of 1946 also provides for the registration of service marks, certification marks, and collective marks.

Service Marks. The term "service mark" means a mark used in the sale or advertising of services to identify the services of one person and distinguish them from the services of others and includes without limitation the marks, names, symbols, titles, designations, slogans, character names, and distinctive features of radio or other advertising used in commerce.

Certification Marks. The term "certification mark" means a mark used upon or in connection with the products or services of one or more persons other than the owner of the mark to certify regional or other origin, material, mode of manufacture, quality, accuracy or other characteristics of such goods or services or that the work or labor on the goods or services was performed by members of a union or other organization.

Collective Marks. The term "collective mark" means a trademark or service mark used by the members of a cooperative, an association, or other collective group or organization. Marks used to indicate membership in a union, an association, or other organization may be registered as Collective Membership Marks.

Registered Marks

Constructive Notice and Evidence of Ownership. Registration of a mark on the Principal Register of the 1946 Act, or under the Acts of 1881 or 1905, is constructive notice of the registrant's claim of ownership thereof, and prima facie evidence of the validity of the registration, registrant's ownership of the mark, and of registrant's exclusive right to use the mark in commerce in connection with the goods or services specified in the certificate, subject to any conditions and limitations stated therein. Such registrations give the right to sue in the United States courts and to prevent importation of goods bearing an infringing mark.

Registration on the Supplemental Register of the 1946 Act or under the Act of 1920 does not constitute constructive notice or prima facie evidence and does not give the right to prevent importation of goods bearing an infringing mark, but does give the right to sue in the United States courts.

Notice of Registration. A registrant should give notice that his mark is registered by displaying with the mark as used the words "Registered in U. S. Patent Office," or "Reg. U. S. Pat. Off.," or the letter R enclosed within a circle, thus ®. Use of such notice before the actual issuance of a certificate of registration for the mark is improper and may be the basis for refusal of registration.

Questions and Answers About Trademarks

Q. What Government agency has jurisdiction of the registration of trademarks under our federal laws?

A. The United States Patent Office.

Q. How are trademark rights established?

A. Rights in a trademark are established by adoption and actual use of the mark on the goods moving in trade, and the use ordinarily must continue if the rights are to be maintained. No rights exist until there has been actual use; and a trademark may not be registered until the goods bearing the mark have been sold or shipped in interstate, foreign or territorial commerce.

Q. Who may own a trademark?

A. A trademark may be owned by an individual, a firm or partnership, a corporation, or an association or other collective group.

Q. What other types of marks may be registered?

A. Service marks used in the sale or advertising of services; certification marks to certify regional origin, mode of manufacture, accuracy, quality, or other characteristics of the goods or services of someone other than the certifier; and collective marks used by cooperatives or other collective groups or organizations.

Q. May trade names be registered in the same manner as trademarks?

A. No provision is made in the present trademark law for the registration of trade or commercial names used merely to identify a business entity.

Q. Is it necessary for the trademark owner to register his mark?

A. No. Trademark rights are protected under common law, but registration results in material advantages to the trademark owner. It constitutes notice of the registrant's claim of ownership; and it creates certain presumptions of ownership, validity and exclusive right to use the mark on the goods recited in the registration.

Q. Is there any time limitation within which an application should be filed?

A. No. An application may be filed at any time after the mark has been used on the product and the product is sold or shipped in interstate, foreign or territorial commerce.

Q. What has to be done by the trademark owner to qualify for federal registration of a trademark?

A. The mark must be applied in some manner to goods or their containers and the goods sold or shipped in interstate, foreign or territorial commerce.

Q. How may information about the filing of a trademark application be obtained?

A. By ordering from the Patent Office a copy of the pamphlet entitled "General Information Concerning Trademarks" or a copy of the Trademark Rules, or both.

Q. Is it advisable to make a search of registered

marks prior to the filing of an application?

A. Yes. A search may be made in the public Search Room of Trademark Examining Operation of the Patent Office, located in the Commerce Building, Washington, D. C.

Q. Will the Patent Office make a search?

A. No. The Patent Office has neither personnel nor facilities for making searches for the public.

Q. How does the trademark owner apply for the registration of a trademark?

A. By making the proper application to the Commissioner of Patents.

Q. Are application forms available for distribution to the public?

A. Yes. Upon request forms may be obtained from the Patent Office for use in filing applications in the name of (a) an individual, (b) a firm or partnership, and (c) a corporation.

Q. Must the applicant be represented by an attorney?

A. No. The application may be filed by the applicant, or an attorney may be appointed for this purpose.

Q. Are all trademarks subject to registration?

A. No. A trademark may not be registered if it so resembles a mark previously registered in the Patent Office, or a mark or trade name previously used in the United States by another and not abandoned, as to be likely, when applied to the applicant's goods, to cause confusion, mistake or deception. Other types of marks are prohibited registration by the statute, such as those comprising immoral or deceptive matter or those including the flag or insignia of the United States.

Q. Can the Patent Office give legal advice or advice as to the registrability of a special mark prior to the filing of an application for registration?

A. No. The Patent Office can give no assistance of this kind until a case comes regularly before it in an application duly filed.

Q. What comprises a complete application for the registration of a trademark?

A. A complete application comprises (a) a written application properly notarized, (b) a drawing of the mark, (c) five specimens or facsimiles of a mark as actually in use in commerce, and (d) the filing fee of $25.00.

Q. What is the term of a registration?

A. Twenty years from the date of issue; and the registration may be renewed at the end of each twenty-year term so long as the mark is still in use in commerce.

Q. May a trademark be assigned?

A. Yes. A trademark may be assigned with the good will of the business with which it is used.

Q. Does a U. S. registration give protection in foreign countries?

A. No. A registration must be obtained in each country where protection is desired.

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HOW TO USE THE BRAND NAME GUIDE AND TRADEMARK DIRECTORY

The Directory is divided into four sections: (1) Shoe Manufacturers, Wholesalers and Importers; (2) Tanners; (3) Allied Industries, and (4) Canadian Shoe Manufacturers and Wholesalers.

Within each section, the brand names are listed alphabetically in bold type, together with the name and address of the company using them. A new feature this year is the use of initials in the Shoe Manufacturers, Wholesalers and Importers and Canadian sections to identify, wherever possible, the category of footwear in which each brand belongs. Thus M refers to men's shoes; W, women's; T, teenagers'; B, boys'; G, girls', and I, infants'. In the Allied Industries section, the product category (e.g., heels, soles, laces) is given wherever available.

This Directory supersedes the 1960 edition published in the Dec. 15, 1959 issue of BOOT AND SHOE RECORDER.

PIGMILLION PIGSKIN

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SHOE MANUFACTURERS

A

ACADEMY — International Shoe Co., Peters Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)

ACCENT—International Shoe Co., Accent Div., 1509 Washington Ave., St. Louis, Mo. — Manufacturer-Wholesaler (W)

ACME COWBOY BOOTS — Acme Boot Co., Inc., 1002 Stafford, Clarksville, Tenn. (M-W-B-G-I)

ACME ENGINEER BOOTS—Acme Boot Co., Inc., 1002 Stafford, Clarksville, Tenn. (M-B)

ACME PARADE MAJORETTE BOOTS —Acme Boot Co., Inc., 1002 Stafford, Clarksville, Tenn. (T-G-I)

ACME WELLINGTON BOOTS — Acme Boot Co., Inc., 1002 Stafford, Clarksville, Tenn. (M-B-G-I)

ACROBAT—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (B-G)

ACROFLEX—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (B-G)

John Addison

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DRAGON BUDGET LINE

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JOHN ADDISON FOOTWEAR, INC.
MARLBORO, MASSACHUSETTS
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ACTION-FREE — International Shoe Co., Winthrop Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)

ACTIVE DUTY — Deevers Shoe Co., Lutesville, Mo.

ACTIVE MAID CLASSMATES — Ideal Shoe Mfg. Co., 539 W. Wright St., Milwaukee, Wis. (W)

ACTIVE STEPPERS—Stephen Putney Shoe Co., Box 3 S, Richmond, Va.—Wholesaler (G-I)

ACTIVE STRIDE—Carl Spector Co., 179 Lincoln St., Boston, Mass.—Wholesaler

ACTIVE TRED—Stephen Putney Shoe Co., Box 3 S, Richmond, Va.—Wholesaler (B)

ADONIS WEEJUN—G. H. Bass & Co., Main St., Wilton, Me. (M)

ADORES—Dori Shoe Co., Inc., 266 Broad St., Lynn, Mass. (W)

ADVOCATE — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.

AERFLYTE—Roller Derby Skate Corp., 311 W. Edwards St., Litchfield, Ill. (M-W-B-G)

AERO FLEX—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)

AERO/LASTIC—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (W)

AERO STEP—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (W)

AEROTIZED — Newport Shoe Mfg. Corp., Jackson St., Lowell, Mass. (M-B)

AERO-WELTS—Wall-Streeter Shoe Co., 26 Union St., North Adams, Mass. (M)

AFFECTIONETTE—Godman Shoe Co., Columbus, O. (W)

AFTER HOURS — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)

A. G.—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.

A. G. JR.—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.

AIRBORNE — Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (W)

AIR-CARPET — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)

AIR COOLED ARCH — Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-B-G)

AIR CUSHION—Bermuda Casuals, 196 Gould Ave., Paterson, N. J. (M)

AIR DEMONSTRATOR—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)

AIRFILM—House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)

AIRFLATOR — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)

AIR FLOAT—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)

AIR FOAM—Chris Laganas Shoe Co., Jackson St., Lowell, Mass. (W)

AIRLIFT—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.

AIR MOC—H. H. Brown Shoe Co., Inc., 45 Grand St., Worcester, Mass.

AIR-O-MAGIC—Godman Shoe Co., Columbus, O. (M)

AIR-O-SOLE—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)

AIR-POISE—Air-Tred Shoes Corp., 121 S. Main St., Auburn, Me. (W)

AIR-SERVICE — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)

AIRSOL—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (W)

AIR-SPRING — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)

AIR/STEP — Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (W)

AIR-TRED—Air-Tred Shoes Corp., 121 S. Main St., Auburn, Me. (W)

AIR-TRED—Gardiner Shoe Co., Inc., P. O. Box 642, Gardiner, Me. (M-W)

AIR WALK — Pad Abouts, Inc., 907 Broadway, New York, N. Y. (M-W-T-B-G-I)

AIR-WING—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)

ALASKANS BY KICKERINOS—Hampton Corp., 1308 Fond du Lac Ave., Milwaukee, Wis. (W)

ALASKIMO—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-B-G)

ALCO RANCH—Alco Ranch Washable Ftwr. Co., 324 S. Chadbourne St., San Angelo, Tex. (M-W-T-B-G-I)

ALDEN OF NEW ENGLAND—C. H. Alden Shoe Co. & Old Colony Shoe Co., 84 East Railroad Ave., Brockton, Mass. (M)

ALDEN-PEDIC—C. H. Alden Shoe Co. & Old Colony Shoe Co., 84 East Railroad Ave., Brockton, Mass. (M-B)

Alden
OF
NEW ENGLAND

C. H. Alden Shoe Co.
Brockton 64, Mass.

ALDO, BY — Catalano & Sons, 9750 Klingerman St., South El Monte, Calif. (W)

ALERT LAST—Joyce, Inc. (Subsidiary of U. S. Shoe Corp.), 1658 Herald Ave., Cincinnati, O. (W)

ALEW—California Ftwr. Co., 222 Main St., Venice, Calif. (W)

ALEXIS ORIGINALS—Weber Shoe Co., Inc., Tipton, Mo. (G)

ALGONQUIN—A. E. Nettleton Co., 313 E. Willow St., Syracuse, N. Y. (M)

ALL-AMERICA—Sandler of Boston, B & 3rd Ave., Needham Hts., Mass. (M-W)

ALL DAY COMFORT—Viko Shoe Co., 35 Lagrange St., Worcester, Mass. (W)

ALLEGRO—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)

ALLEN-EDMONDS — Allen-Edmonds Shoe Corp., 825 Main St., Belgium, Wis. (M)

ALL TRED LACER — H. H. Brown Shoe Co., Inc., 45 Grand St., Worcester, Mass.

ALLURE—Allure Shoe Corp., 385 N. E. 59th St., Miami, Fla. (W)

ALOHA—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)

ALPINE—A. S. Kreider & Son Co., 315 N. Chestnut St., Palmyra, Pa. (M-B)

ALPINEERS — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)

ALPINE TIE—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)

ALPINETTES—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-B-G)

ALPINEZE—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-B-G)

ALPINSTERS—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-B-G)

A'MANO—Sobel Bernstein & Greene Co., 3610 S. San Pedro St., Los Angeles, Calif. (W)

AMBASSADOR—International Shoe Co., 1509 Washington Ave., St. Louis, Mo. —Manufacturer-Wholesaler (M)

AMBASSADOR—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-B-G)

AMERICANA — United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)

AMERICAN BOY — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.

AMERICAN GENTLEMEN—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.

AMERICAN GIRL—American Girl Shoe Co. Div. of Consolidated National Shoe Corp., 288 A St., Boston, Mass.

THE AMERICAN GIRL SHOE

Boston, Massachusetts

SHOE MANUFACTURERS

AMERICAN INFANTRY—B & B Shoe Co., 226 W. Schiller St., Chicago, Ill. (I)

AMERICAN JUNIORS — Consolidated National Shoe Corp., 288 A St., Boston, Mass., and American Juniors Shoe Co., Inc., Lawrence, Mass. (T-B-G-I)

AMERICAN PRODUCT—American Felt Slipper Co., Inc., 568 Broadway, New York, N. Y. (M-W-T-B-G-I)

AMIGOS—International Shoe Co., Utrilon Div., 1509 Washington Ave., St. Louis, Mo. — Manufacturer-Wholesaler (M-W-B-G)

ANA CAPRI — Gerwin Shoe Co., 626 Broadway, Cincinnati, O.

ANCHOR FLANGE—International Shoe Co., Hy-Test Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)

ANDIAMO—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.

ANDRE OF HOLLYWOOD—Hempstead Shoe Co., Inc., 269 Fulton Ave., Hempstead, Long Island, N. Y.—Wholesaler

ANDREW GELLER — Andrew Geller, Inc., 735 Lorimer St., Brooklyn, N. Y. (W)

ANDREW PERUGIA—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)

ANKLE-FASHIONED — Nunn - Bush Shoe Co., 2822 N. 5th St., Milwaukee, Wis. (M)

ANTIOCH CONDUCTIVE SHOES—Antioch Shoe Co., P. O. Box 84, Manchester, N. H. (M-W)

ANTIOCH SHOES—Antioch Shoe Co., P. O. Box 84, Manchester, N. H. (M-W-G)

ANTOINE—Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo.—Wholesaler (W)

ANTON DU VAL—Silver-Stride Shoe Mfg. Co., Inc., 1425 Carlton St., Philadelphia, Pa. (W)

ANTONIO DE CAPERINO — Bridgewater Workers Co-operative Assoc., Inc., 42 Spring St., Bridgewater, Mass.

APACHE—Plymouth Shoe Co., 191 Center St., Middleboro, Mass. (M)

APACHE PAC — House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)

AQUADUCK—Georgia Shoe Mfg. Co., Inc., Flowery Branch, Ga. (M-B)

ARCH-CURVE FITTED—United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)

ARCH GRIP—Stover & Bean Co., 249 Dutton St., Lowell, Mass. (M-W-T-B-G-I)

ARCH HUGGERS—Diane Ftwr., Inc., 476 Blackman St., Wilkes-Barre, Pa. (W)

ARCH-LIFT SANDALS — The Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill. (M-W-T-B-G-I)

ARCHLOCK SHOES—The Walker T. Dickerson Co., 326 S. Front St., Columbus, O. (M-W)

ARCHMODE — Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo.—Wholesaler (W)

ARCH-O-MAGIC — Charles Meis Shoe Co., 137 W. 4th St., Cincinnati, O.—Wholesaler (W)

ARCH-O-MATIC—Stephen Putney Shoe Co., Box 3 S, Richmond, Va.—Wholesaler (W)

ARCH POISE — United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)

ARCH PRESERVER—E. T. Wright & Co., Inc., Liberty St., Rockland, Mass. (M-B)

ARCH PRESERVER — United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)

ARCH-RELIEF SHOES—The Walker T. Dickerson Co., 326 S. Front St., Columbus, O. (W)

ARCH SAVERS—Seth Gaffin Shoes, Inc., 146 Duane St., New York, N. Y.—Wholesaler (W)

ARCH TONE—United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)

ARCH TREADS — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.

ARCHWAY—Edwin Clapp & Son, Inc., 50 Charles St., E. Weymouth, Mass. (M)

ARCH-WEDGE SANDALS — Foot-So-Port Shoes—Div. Musebeck Shoe Co., Forest & Westover Sts., Oconomowoc, Wis. (M-W)

ARISTOCRAT — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)

ARISTOCRAT—Weyenberg Shoe Mfg. Co., 234 E. Reservoir Ave., Milwaukee, Wis. (M)

ARNOLD AUTHENTICS—M. N. Arnold Shoe Co., 541 Main St., South Weymouth, Mass. (M)

ARNOLD CHARACTER CONSTRUCTION—Alberts Shoe Co., Cambridge St., Middleboro, Mass. (M)

ARNOLD GLOVE GRIP—M. N. Arnold Shoe Co., 541 Main St., South Weymouth, Mass. (M)

ARNOLD SHOES—M. N. Arnold Shoe Co., 541 Main St., South Weymouth, Mass. (M)

ARONETTES — Dave Aronoff Shoes, 4560 W. Washington, Los Angeles, Calif. (W)

ARPEGGIOS—Mutual Shoe Sales Co., Thompson St., Maynard, Mass. (W)

ARROWHEAD — Arrowhead Mfg. Co., 5103 Ramsey St., Duluth, Minn. (M-W-B-G)

ARROWHEAD BY DOROTHY DODD—International Shoe Co., Queen Quality Div., 1509 Washington Ave., St. Louis, Mo. — Manufacturer-Wholesaler (W)

ARTISAN—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)

ATTILIO—Fratelli Martini-Rossi, Inc., 47 W. 34th St., New York, N. Y.—Importer (M)

AUTHENTICALLY YOURS — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.

AUTHENTIC FASHIONS — House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)

AUTH-O-PEDIC — Brockton Boot & Shoe Co., 223 Clinton St., Brockton, Mass. (M)

AUTOGRAPH — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.

AUTOGRAPH JR. — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.

AUTOSHU—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)

AVONETTES—Nova Shoe Co., Inc., 42 Duncan St., Haverhill, Mass.

AY JAYS—A. J. Bergren Co., 945 W. Washington Blvd., Chicago, Ill.—Wholesaler (M-W)

B

BABY BUNTING — R. J. Potvin Shoe Co., 22 Station Ave., Brockton, Mass. (I)

BABY CLASSMATES—Ideal Shoe Mfg. Co., 539 W. Wright St., Milwaukee, Wis. (I)

BABY DEER SHOES — Trimfoot Co., Farmington, Mo. (I)

BABY KITTENS—K-P Shoe Co., Inc., 233 W. Cook St., Portage, Wis. (I)

BABY RIPONS — Ripon Knitting Works, 328 Watson St., Ripon, Wis. (I)

BABY SHOOS—Diaper Jeans, Inc., 315 W. Chestnut St., Denison, Tex. (I)

BADGER—Jung Shoe Mfg. Co., 620 S. Eighth St., Sheboygan, Wis.—Manufacturer-Wholesaler (M)

BADGERETTE—Jung Shoe Mfg. Co., 620 S. Eighth St., Sheboygan, Wis.—Manufacturer - Wholesaler (W-T-B-G-I)

BAHAMAS — Freeman Shoe Corp., Beloit, Wis. (M)

BAHAMA TIE—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)

BAIRITZ — French Shriner & Urner Mfg. Co., 443 Albany St., Boston, Mass. (M)

BALANCE BUILT — Holmes Stickney, Inc., 15 Lowell St., Portland, Me. (W)

BALANCED POSTURE — Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (B-G)

BALANCED SWING—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)

BALANCE IN MOTION SHOES — The Walker T. Dickerson Co., 326 S. Front St., Columbus, O. (W)

BALANCE STEP—Little Chief Ftwr., Inc., 486 Livonia Ave., Brooklyn, N. Y. (I)

BALI-TIES—Jay-Thomas Ftwr., Inc., 322 S. Third St., Milwaukee, Wis. (W-T-G)

BALL-BAND—Mishawaka Rubber Co., Inc., 312 N. Hill St., Michawaka, Ind. (M-W-T-B-G)

BALLERINA—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)

BALLET RUSSE—Advance Theatrical Co., 32 W. Randolph St., Chicago, Ill.—Wholesaler (M-W-B-G)

BALLROOM—Winchell Shoe Mfg. Co., 25 Washington Ave., Natick, Mass. (M)

BALLY—Bally, Inc., 444 Madison Ave., New York, N. Y. — Manufacturer-Wholesaler (M-W-B-G)

BALTIC—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)

BAMBI—George E. Keith Co., 100 Perkins Ave., Brockton, Mass. (W)

BAMBINO—Pierce Shoe Mfg. Co., P. O. Box 192, Blackshear, Ga. (I)

BAMBI'S FUNTIME—Bambi Ftwr. Inc., 945 Atlantic Ave., Broklyn, N. Y. (B-G)

BAMBI'S LOCKED-IN-SOCK — Bambi Ftwr. Inc., 945 Atlantic Ave., Brooklyn, N. Y. (B-G)

BAMBI'S PLAYTIME — Bambi Ftwr. Inc., 945 Atlantic Ave., Brooklyn, N. Y. (B-G)

BAMBI'S RESTIME—Bambi Ftwr. Inc., 945 Atlantic Ave., Brooklyn, N. Y. (B-G)

BAMBO—Pierce Shoe Mfg. Co., P. O. Box 192, Blackshear, Ga. (M-B-G)

BAMBOCHE — Pan American Modes, Inc., 5300 N. W. 37th Ave., Miami, Fla. (W)

Bata

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SHOE MANUFACTURERS

BANDAGE GRIP—Stover & Bean Co., 249 Dutton St., Lowell, Mass. (M-W-T-B-G-I)
BANDS OF BEAUTY — United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)
BANISTER—James A. Banister Shoe Co., 541 Main St., South Weymouth, Mass. (M)
BANISTER SHOES—James A. Banister Shoe Co., 541 Main St., South Weymouth, Mass. (M)
BANNERETTES — Banner Slipper Co., Inc., 17 S. Main St., Montrose, Pa. (W-T)
BANTAM—Joyce, Inc. (Subsidiary of U. S. Shoe Corp.), 1658 Herald Ave., Cincinnati, O. (W)
BARBADOS — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M)
BARBARA BROWN—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (W)
BARBARA DEBS — Seaboard National Shoe Co., 22 S. Hanover St., Baltimore, Md. (M-W-T-B-G-I)
BARBARY BROWN—House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)
BAR B BOOTS — House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)
BARBEQUE — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M)
BARBY—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
BARCLAY—A. E. Nettleton Co., 313 E. Willow St., Syracuse, N. Y. (M)
BAREFOOT FREEDOM SHOES—Miller Shoe Co., 4015 Cherry St., Cincinnati, O. (W)
BAREFOOT ORIGINALS—Wolff Shoe Mfg. Co., 2511 Sullivan Ave., St. Louis, Mo. (W)
BAREFOOTS—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (B-G-I)
BARE HUG—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
BARLETTA—Barletta Shoe Co., 40 S. Clinton St., Chicago, Ill. — Wholesaler (M)
BARON SLIPPERS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
BARRACUDA BOOTS — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
BARRETT—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
BASCO—Boston Athletic Shoe Co., 72 Second St., Cambridge, Mass. (M-W-T-B-G)
BASCO—Jay-Thomas Ftwr. Inc., 322 S. Third St., Milwaukee, Wis. (B-G-I)
BASS—G. H. Bass & Co., Main St., Wilton, Me. (M-W-T-B-G-I)
BASS OUTDOOR FOOTWEAR—G. H. Bass & Co., Main St., Wilton, Me. (M-W-T-B-G-I)
BATES ORIGINALS—Bates Shoe Co., Park St., Webster, Mass. (M)
BATTLE AXE—Stephen Putney Shoe Co., Box 3 S, Richmond, Va.—Wholesaler (M-B)
BAVARIAN ALPINE—H. E. Davis Shoe Co., Freeport, Me. (M)
BAY SHU—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-B)
BAY TRAIL HAND SEWN MOCCASINS —The Bay Trail Shoe Co., Front St., South Weymouth, Mass. (M)
BAY TRAIL MOCS — The Bay Trail Shoe Co., Front St., South Weymouth, Mass. (M)
BEACHCOMBER — Bermuda Casuals, 196 Gould Ave., Paterson, N. J. (M)
BEACHETTES—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (W)
BEACHWAY—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
BEARCAT—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (B)
BEAR HIDE—Culver Mfg. Co., Inc. & Ftwr. Corp., Erin, Tenn. (B-G)
BEAU-REVE — Rockingham Shoe Co., Spring & Elm Sts., Newmarket, N. H. (W)
BEAU'S BABY SHOES—Beau Shoe Co., 2927 Canby St., Harrisburg, Pa. (I)
BEAU-TEENS—Rockingham Shoe Co., Spring & Elm Sts., Newmarket, N. H. (T)
BEAU-TIES — Rockingham Shoe Co., Spring & Elm Sts., Newmarket, N. H. (T-G-I)
BEAUTIFUL STRAW—Pan American Modes, Inc., 5300 N. W. 37th Ave., Miami, Fla. (W)
BEAUTILITY S & K—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W-T)
BEDFORD SQUARE—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M)
BELAIR—Sun Cal Ftwr., Inc., 131 S. Los Angeles St., Los Angeles, Calif. (W)
BELAIRES — LaCrosse Rubber Mills Co., LaCrosse, Wis. (M-B)
BELEGANTI — Rao-Koury Shoes, Inc., 40-24 22nd St., Long Island City, N. Y. (W)
BELINDA'S BY BISHOP — di Porto Shoes, 1221 Locust St., St. Louis, Mo. (T-G)
BELL AIRES — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
BELL BROS. — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-W-T-B-G-I)
BELLES BOTTES — Topp's Lambskin Fashions, Inc., 312 N. Perry St., Johnstown, N. Y. — Manufacturer, Wholesaler (W)
BELLES 'N' BEAUX—Ed White Junior Shoe Co., Paragould, Ark. (W)
BELLEVILLE — Belleville Shoe Mfg. Co., Main & Walnut Sts., Belleville, Ill. (M-B)
BELLINA—M. J. Nazzaro, Inc., 912 E. Seventh St., Los Angeles, Calif. (G)
BELLWOOD — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
BELPO—Trans World Shoe Corp., 47 W. 34th St., New York, N. Y.—Importer (W)
BENCH CRAFTED — Lester Pincus Shoe Corp., 131 Duane St., New York, N. Y.—Wholesaler (W-G)
BENCHMARK — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
BENDERS OF SOMERSET — Bender Shoe Co., 664 S. Edgewood Ave., Somerset, Pa. (B)
BENITO—Dave Aronoff Shoes, 4560 W. Washington, Los Angeles, Calif. (W)
BENITO—El Rey of Hollywood, 229 S. Los Angeles St., Los Angeles, Calif. (W)
BERMUDA BOUNCERS—Bermuda Casuals—Juliet Ftwr., 196 Gould Ave., Paterson, N. J. (M)
BERMUDA CASUALS — Bermuda Casuals—Juliet Ftwr., 196 Gould Ave., Paterson, N. J. (M)
BERMUDA RAMBLER—Bermuda Casuals, 196 Gould Ave., Paterson, N. J. (M)
BERMUDA TIES — The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)
BERNARDO — Bernardo Sandals, Inc., 17 E. 22nd St., New York, N. Y. (M-W-B-G)
BERNARDO JR. — Bernardo Sandals, Inc., 17 E. 22nd St., New York, N. Y. (M-W-B-G)
BERNARDO SANDALS—Bernardo Sandals, Inc., 17 E. 22nd St., New York, N. Y. (M-W-B-G)
BERT BLAIR—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
BESTYLE—S. Goldberg & Co. Inc., 20 East Broadway, Hackensack, N. J. (M)
BETTI ANNE—Travel Pal Novelty Mfg. Corp., 57 E. 11th St., New York, N. Y. (W)
BETTY — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (G)
BETTY BROWN—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (W)
BETTY CO-ED — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W-T-G)
BETTY GAY PADIWOGS — International Shoe Co., Peters Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
BETTY SMART—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
B. F. GOODRICH FALL CASUALS — B. F. Goodrich Co., Ftwr. Products, Hood Ftwr. Products, 36 Nichols Ave., Watertown, Mass. (W-T)
B. F. GOODRICH STORMY WEATHER FOOTWEAR — B. F. Goodrich Co., Ftwr. Products, Hood Ftwr. Products, 36 Nichols Ave., Watertown, Mass. (M-W-T-B-G)
BIANCO—Bergmann & Weiss, Inc., 110 Greene St., New York, N. Y. (W)
BIG LEAGUE—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (B)
BIG & LITTLE SISTER—Reider Shoe Mfg. Co., Schuylkill Haven, Pa. (T-G)
BIG TIMER—International Shoe Co., Peters Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
BIG VAL—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-W-T-B-G-I)
BILL BURNIE—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (B)
BILLIKEN — Craddock - Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
BILLIKEN DESIGN — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
BILL MANN — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
BILLYBOY — Craddock - Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
BILLYKID SHOES — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
BIRTH RIGHT — Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (I)
B. JANE MILLER SHOES—Miller Shoe Co., 4015 Cherry St., Cincinnati, O. (W)
BLACK CROSS — United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)
BLINKIES FOR KIDDIES—Monarch-Youngsters Shoes, Inc., 18 S. Throop St., Chicago, Ill. (G-I)
BLUE BONNET—Blue Star Shoes, Inc., 5 Franklin St., Lawrence, Mass. (T-B-G-I)
BLUE CROSS — United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)
BLUE MEDAL—Given Bros., Inc., 225 S. Mesa, El Paso, Tex.—Wholesaler (B-G)
BLUE RIBBON—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (W)
BLUE STAR SHOES—Blue Star Shoes, Inc., 5 Franklin St., Lawrence, Mass. (T-B-G-I)
BOB-A-LOU—Tobin Hamilton Co. Inc., 1221 Locust St., St. Louis, Mo. (B-G-I)
BOBBIES—Vincent Horwitz Co., Inc., 2121 Beale Ave., Altoona, Pa. (W-T)
BOB BLAKE—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (B)
BOBETTE—Sheboygan Slipper Co., 1920 N. 12th St., Sheboygan, Wis. (W)
BOB LEE—Stephen Putney Shoe Co., Box 3 S, Richmond, Va.—Wholesaler (M-B)
BOB SMART — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
BOB SMART JR.—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
BOLITA—Bolita Ballets, Inc., 44 Farnsworth St., Boston, Mass. (W-T-G)
BOLITA BALLOPEDIC—Bolita Ballets, Inc., 44 Farnsworth St., Boston, Mass. (W-T-G)
BOLO — Wall-Streeter Shoe Co., 26 Union St., North Adams, Mass. (M)
BOL TAN—International Shoe Co., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
BOLZANO—Fratelli Martini-Rossi, Inc., 47 W. 34th St., New York, N. Y.—Importer (M)
BON BONS—Bergmann & Weiss, Inc., 110 Greene St., New York, N. Y. (W)
BONDELEX—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
BONDELITE—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
BONDSHIRE—Weinbrenner Corp., 2025 N. Summit Ave., Milwaukee, Wis. (M)
BONE DRY—Bone Dry Shoe Mfg. Co., 224 N. Washington, Neosha, Mo.—Manufacturer-Wholesaler (M-B)
BONGO'S—Nina Ftwr. Co., Inc., 89 W. 3rd St., New York, N. Y. (W)
BONNIE—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
BONNIE BRISTOLS — Vaisey-Bristol Shoe Co., Inc., 100 Fifth St., Monett, Mo. (W-T)
BONNIE LADDIE—International Shoe Co., Sundial Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (B)
BONNIE LASSIE — International Shoe Co., Sundial Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (G)
BONNIE REST—Frank H. Pfeiffer Co., Inc., 79 Beacon St., Worcester, Mass. (W-T)
BONNIE TIE—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
BOOTCO—Blair Shoe Co., 116 N. New Ardmore Ave., Broomall, Pa.
BOOT-EZE—Torch Rubber Co., Inc., 1302 Inwood Ave., New York, N. Y. (W)

BOOTIQUE—Torch Rubber Co., Inc., 1302 Inwood St., New York, N. Y. (W)
BOOTMAKER GUILD — Freeman Shoe Corp., Beloit, Wis. (M)
BORN FLEXIBLE—Flexline Shoe Co., 316 Straight St., Paterson, N. J.
BOSSANTI—H. S. K. Ftwr. Corp., 146 Duane St., New York, N. Y.—Wholesaler (M-B)
BOSTONIANS—Commonwealth Shoe & Leather Co., Armory St., Gardiner, Me.
BOSTONIANS, JRS. — Commonwealth Shoe & Leather Co., Armory St., Gardiner, Me.
BOULEVARD—Weyenberg Shoe Mfg. Co., 234 E. Reservoir Ave., Milwaukee, Wis. (M)
BOW HUNTER—Huth-James Shoe, Inc., 1039 S. Second St., Milwaukee, Wis. (M)
BOWLEZE — Holland-Racine Shoes, Inc., 386 W. 15th St., Holland, Mich. (M)
BOWLING BELLES — Gotham Shoe Mfg. Co., Inc., 126 Park Ave., Binghampton, N. Y. (W)
BOXER TOP—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
BOYISHOE—Juvenile Shoe Corporation of America, Carnation Drive, Aurora, Mo. (B-G)
BOY RANGER—A. S. Kreider & Son Co., 315 N. Chestnut St., Palmyra, Pa. (B)
BRAND-EM—S. Goldberg & Co., Inc., 20 East Broadway, Hackensack, N. J. (B-G)
BRAVO—International Shoe Co., Winthrop Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
BRAWNIES—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (B)
BRAWNY BROGUES — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (B)
BREAKAWAY—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-B-G)
BREAK AWAY—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-B-G)
BREEZELONGS — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
BREEZEWOOD — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M)
BREEZIES — Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (W)
BRENTFORD — Nunn-Bush Shoe Co., 2822 N. 5th St., Milwaukee, Wis. (M)
BRENTMOOR — Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo.—Wholesaler (W)
BRIARCLIFF—International Shoe Co., Great Northern Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
BRIDGETTES—Meltzer Shoe Methods, Inc., 544 N. Laurel Ave., Los Angeles, Calif. (W)
BRIGADE—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
BRIGADIERS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
BRIS-ARCH — Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
BRISCOR—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
BRISCORD—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
BRIS CREPE—Bristol Mfg. Corp. 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
BRIS FLEX—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
BRISJEENS — Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-B-G)
BRIS KOOL—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
BRISOLE—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
BRISTEENS — Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-B-G)
BRISTOL—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
BRISTOLAIRES—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
BRISTOLETTES—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-B-G)
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BRITISH CLASSICS—British Classics, Inc., 146 Duane St., New York, N. Y. —Wholesaler (W)
BRITISHERS — Regal Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M)
BRITISH STROLLERS—Em Jay Originals, Inc., 152 Duane St., New York, N. Y.—Wholesaler
BRITISH TROTTER — Altman Bros. Shoe Mfg. Co., 2037 Reading Rd., Cincinnati, O. (W)
BRITISH WALKER — The Julian & Kokenge Co., 280 S. Front St., Columbus, O. (W)
BRITISH WALKERS SHOES — E. E. Taylor Corp., Mill St., Freeport, Me. (M)
BROADSIDES — Freeman Shoe Corp., Beloit, Wis. (M)

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BROGADIERS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
BROGANETTES — Brogan Ftwr., Inc., 765 S. San Pedro, Los Angeles, Calif.
BROGAN OF CALIFORNIA — Brogan Ftwr., Inc., 765 S. San Pedro, Los Angeles, Calif.
BROGEASE—Florsheim Shoe Co., 130 South Canal St., Chicago, Ill.
BROGIES — Florsheim Shoe Co., 130 South Canal St., Chicago, Ill.
BROGRAIN—Florsheim Shoe Co., 130 South Canal St., Chicago, Ill.
BRONCO—Texas Boot Mfg. Co., Inc., Lebanon, Tenn.
BRONCO — Bronco Boot Co., 313 W. Franklin St., El Paso, Tex. (M-W)
BROOKFIELD—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-B)
BROOKFIELD — Brookfield Athletic Shoe Co. Inc., Mechanic St., East Brookfield, Mass. (M-W-T-B-G-I)
BROOKS—Wm. Brooks Shoe Co., Nelsonville, O. (B)
BROOKS—Brooks Shoe Mfg. Co., Inc., 3210 Cherry St., Philadelphia, Pa.
BROOKS-TEX—Brooks Shoe Mfg. Co., Inc., 3210 Cherry St., Philadelphia, Pa. (M-T-B)
BROOKWOOD—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M)
BROSNA—Richard Dyner, 47 W. 34th St., New York, N. Y.—Importer
BROWNBILT — Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M-W-B-G)
BROWNBILT TREAD STRAIGHT — Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (B-G)
BROWN GLO—Plymouth Shoe Co., 191 Center St., Middleboro, Mass. (M)
BROWNIE BUSTER—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (B-G)
BROWNWELT—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (B-G)
BRUCE-STEVENS — Medwed Ftwr., Inc., Walnut St., Skowhegan, Me. (M-B)
BUBBLE SOLE — Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M-W-T-B-G-I)
BUCKAROOS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
BUCKO KIDS—Bay Bee Shoe Co., Inc., Dresden, Tenn. (B-G)
BUENO—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
BUFFALO BILLY'S—Chesapeake Shoe Mfg. Co., 603 Dundalk Ave., Baltimore, Md.
BUFFALO JUNIOR—Carl Spector Co., 179 Lincoln St., Boston, Mass.—Wholesaler
BUILT-RITE—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (B-G-I)
BULL BRAND—A. S. Kreider & Son Co., 315 N. Chestnut St., Palmyra, Pa. (B)
BULLDOZER—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
BULLDOZERS—Charles A. Eaton Co., 147 Center St., Brockton, Mass. (M)
BULLY BROGUES — The House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)
BULWARK — Brilliant Bros. Co., 190 Lincoln St., Boston, Mass.—Wholesaler (M)
BUMPERS—Culver Mfg. Co., Inc., & Ftwr. Corp., Erin, Tenn. (B-G)
BUNTEES—R. J. Potvin Shoe Co., 22 Station Ave., Brockton, Mass. (I)
BURMA — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
BURNT UMBER BY STETSON — The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)
BUSKENS—B G S Shoe Corp., Manchester, N. H. (W-G)
BUSTER BROWN — Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (B-G)
BUSTER BROWN TREAD STRAIGHT —Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (B-G)
BUTTERFLIES — Lakeside Shoe Co., 1393 W. Ninth St., Cleveland, O.—Wholesaler (W)
B-W—B-W Ftwr. Co., Inc., Mill St., Webster, Mass. (M)
B. W. BUSINESS WOMEN'S—United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)

C

CABANA—George E. Keith Co., 100 Perkins Ave., Brockton, Mass. (W)

SHOE MANUFACTURERS

CADET — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
CADILLAC—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
CAESAR PROCESS—House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)
CALICO CUTIES—Alco Ranch Washable Ftwr. Co., 324 S. Chadbourne St., San Angelo, Tex. (W)
CALIFORNIA BANTAMS — House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)
CALIFORNIA COBBLERS — Cobblers, Inc., 1212 Stanford Ave., Los Angeles, Calif. (W-T)
CALIFORNIA PLAY SHOES—B & B Shoe Co., 226 W. Schiller St., Chicago, Ill. (M-W)
CALIFORNIA ROPERS — Frank H. Pfeiffer Co. Inc., 79 Beacon St., Worcester, Mass. (W-T)
CALI-FORTUNETTES — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
CAL-O-TAN—Kushins Inc., Santa Rosa, Calif. (M)
CALUMET—Leverenz Shoe Co., 828 Alabama Ave., Sheboygan, Wis.
CAMEO—George E. Keith Co., 100 Perkins Ave., Brockton, Mass. (W)
CAMINO — Joyce, Inc. (Subsidiary of U. S. Shoe Corp.), 1658 Herald Ave., Cincinnati, O. (W)
CAMPBELL CASUALS — Powell & Campbell, Inc., 122 Duane St., New York, N. Y.—Wholesaler (M-W)
CAMPBELL WALKERS — Powell & Campbell, Inc., 122 Duane St., New York., N. Y.—Wholesaler (W)
CAMPER — Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M-W-B-G)
CAMP MOCS—Juvenile Shoe Corporation of America, Carnation Drive, Aurora, Mo. (G)
CAMPUS BILLY'S — Chesapeake Shoe Mfg. Co., 603 Dundalk Ave., Baltimore, Md.
CAMPUS BILT—A. Werman & Sons, Inc., 282 Belmont Ave., Brooklyn, N. Y. (B-G)
CAMPUS CHILDREN—Given Bros., Inc., 225 S. Mesa, El Paso, Tex.—Wholesaler (B-G)
CAMPUS DANDYS — Chesapeake Shoe Mfg. Co., 603 Dundalk Ave., Baltimore, Md.
CAMPUS DEBS—Willberg Ftwr., 1300 E. First St., Los Angeles, Calif. (W)
CAMPUS GLIDERS — Rogers Bros. Shoes, Inc., 137 Kneeland St., Boston, Mass.—Wholesaler (W)
CAMPUS JR.—A. Werman & Sons, Inc. 282 Belmont Ave., Brooklyn, N. Y (B-G)
CAMPUS JR. DELUX—A. Werman & Sons, Inc., 282 Belmont Ave., Brooklyn, N. Y. (B-G)
CAMPUS MIKLEKS — Shields Slipper Corp., Main St., Bombay, N. Y. (W-T)
CAMPUS THRILLS—Hollywood Walkers, 131 S. Los Angeles St., Los Angeles, Calif. (W)
CAMPUS YOUTH—A. Werman & Sons, Inc., 282 Belmont Ave., Brooklyn, N. Y. (B)
CANADIAN CHAMPION — Brookfield Athletic Shoe Co. Inc., Mechanic St., East Brookfield, Mass. (M-W-T-B-G-I)
CANGEMI COEDS—Selwyn Shoe Mfg. Co., 1204 Washington Ave., St. Louis, Mo. (W)

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1204-06 Washington Avenue
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CANTARE—Desco Shoe Corp., 209 W. 33rd St., New York, N. Y. (W)
CANTILEVER - GROUND GRIPPER — Brockton Boot & Shoe Co., 223 Clinton St., Brockton, Mass. (M)
CANTILEVER - GROUND GRIPPER — Irving Drew Corp., Lancaster, O. (W)
CANYON TAN — House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)
CANZONI—B G S Shoe Corp., Manchester, N. H. (W-G)
CAPECODDERS—Sandler of Boston, B & 3rd Ave., Needham Hts., Mass. (W-T)
CAPE CODDER, THE—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
CAPETTI—Ideal Shoe Co., 316 N. Third St., Philadelphia, Pa. — Wholesaler (W-T)
CAPEZIO FOR DANCE—Capezio, Inc., 9 W. 61st St., New York, N. Y. (W-B-G)
CAPEZIO FOR FASHION — Capezio, Inc., 9 W. 61st St., New York, N. Y. (W)
CAPEZIO STEMWEAR—Capezio, Inc., 9 W. 61st St., New York, N. Y. (W)
CAPISTRANOS—Given Bros., Inc., 225 S. Mesa, El Paso, Tex.—Wholesaler (W)
CAPITOL—Capitol Ftwr. Corp., 60 King St., Worcester, Mass. (M-W-B-G)
CAPRI—Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (M-B)
CAPRINI—Caprini Shoe Corp., 2110 E. Wishart St., Philadelphia, Pa. (W)
CAPTAIN KID—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
CARAVELLES BY NORTHEAST—Northeast Shoe Co., 179 Lincoln St., Boston, Mass. (W-T-G)
CAREER OXFORD — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
CARESSA—Pan American Modes, Inc., 5300 N. W. 37th Ave., Miami, Fla. (W)
CARIBEE—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
CARINA—Pan American Modes, Inc., 5300 N. W. 37th Ave., Miami, Fla. (W)
CARLITA—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
CARLO AMATI—Given Bros., Inc., 225 S. Mesa, El Paso, Tex.—Wholesaler (W)
CARMELLETES—Carmo Shoe Mfg. Co., 2128 Washington Ave., St. Louis, Mo. (W)
CAROLINA MAID—Carolina Maid Products, Inc., Granite Quarry, N. C. (W)
CAROUSEL ORIGINALS—International Shoe Co., Sentinel Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
CARRIAGE COLLECTION, THE—Regal Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M)
CARRIAGE TRADE—Ed White Junior Shoe Co., Paragould, Ark. (W)
CARROLL OF CALIFORNIA—Carroll's Ftwr., Inc., 1642 12th St., Santa Monica, Calif.
CARTER'S—J. W. Carter Co., Granada Ave., Nashville, Tenn. (M)
CARTER'S BROADWAY LINE—J. W. Carter Co., Granada Ave., Nashville, Tenn. (M)
CARTER'S KANGAROO—J. W. Carter Co., Granada Ave., Nashville, Tenn. (M)
CARTER'S SERVICE SHOES—J. W. Carter Co., Granada Ave., Nashville, Tenn. (M)
CARTER'S 3 POINT LINE—J. W. Carter Co., Granada Ave., Nashville, Tenn. (M)
CARTER'S WELLINGTON BOOTS—J. W. Carter Co., Granada Ave., Nashville, Tenn. (M)
CASA D'ANTE—Burns Shoe Mfg. Co., Inc., 38 W. 21st St., New York, N. Y. (W)
CASBAH—The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)
CASTENETTES—Casten Shoe Co., 170 Washington St., Haverhill, Mass. (W)
CASULATOR—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
CASUAL CLASSICS — Marshall, Meadows & Stewart, 33 State St., Batavia, N. Y. (W)
CASUAL-EZE—Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (M-B)
CAS-U-ALLS—Banner Slipper Co., Inc., 17 S. Main St., Montrose, Pa. (M-B)
CASUALS—Charing Cross Shoes Ltd., 131 Duane St., New York, N. Y.—Wholesaler (W-G)
CASUALS BY COMFORT — S. G. S. Ftwr., Inc., Div. Comfort Products Co., 12 E Worcester St., Worcester, Mass.
CATALANO — Catalano & Sons, 9750 Klingerman St., South El Monte, Calif. (W)
CATALANO, BY—Catalano & Sons, 9750 Klingerman St., South El Monte, Calif. (W)
CATALINA SPORTS — Lakeside Shoe Co., 1393 W. Ninth St., Cleveland, O. —Wholesaler (T)
CAT-CAY—G. H. Bass & Co., Main St., Wilton, Me. (M-W)
CATALINA DEBS—Lakeside Shoe Co., 1393 W. Ninth St., Cleveland, O.—Wholesaler (T)
CATALINA JUNIORS — Lakeside Shoe Co., 1393 W. Ninth St., Cleveland, O. —Wholesaler (B-G)
CAVORTER—Danvers Shoe Co., Inc., Manchester, N. H.
CEDAR CREST SERVICE SHOES—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
CELEBRITY GRADS.— Irving Drew Corp., Lancaster, O. (W)
CENTER-LINE—R. J. Potvin Shoe Co., 22 Station Ave., Brockton, Mass. (I)
CEVANNE—D'Antonio Shoe Corp., 826 Broadway, New York, N. Y. (W)
CHALLENGER—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
CHAMBERLAIN SLIPPERS — Lassle Ftwr., Inc., 47 W. 34th St., New York, N. Y.—Wholesaler-Importer (W)
CHAMPION FOOT FORM SHOES—Champion Shoe Mfg. Corp., 524 Broadway, New York, N. Y. (B-G)
CHAPMAN'S—Hill Shoe Co., 70 N. Fourth St., Philadelphia, Pa.—Wholesaler (B-G-I)
CHAPMAN'S DELUXE—Hill Shoe Co., 70 N. Fourth St., Philadelphia, Pa.—Wholesaler (B-G-I)
CHAPMAN'S EXCLUSIVE — Hill Shoe Co., 70 N. Fourth St., Philadelphia, Pa.—Wholesaler (B-G-I)
CHAPPIES — Hill Shoe Co., 70 N. Fourth St., Philadelphia, Pa.—Wholesaler (B-G)
CHAPS BY CHAPMAN—Hill Shoe Co., 70 N. Fourth St., Philadelphia, Pa.—Wholesaler (B)
CHARIOTEERS — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
CHARLES CHESTER — Charles A. Eaton Co., 147 Center St., Brockton, Mass. (M)
CHARLES DE BERUFF DESIGN, A—Tweedie Ftwr. Corp., 110 Jefferson St., Jefferson City, Mo. (W)
CHARM—Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (W-G)
CHARMIES—Carl Spector Co., 179 Lincoln St., Boston, Mass.—Wholesaler
CHARM STEP—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
CHARM TONE — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
CHAS. LAWRENCE—H. S. K. Ftwr. Corp., 146 Duane St., New York, N. Y. —Wholesaler (M-B)
CHECKERS — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
CHEER LEADERS—International Shoe Co., Friedman-Shelby Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (T)
CHEER LEADERS — Weiss-Lawrence, Inc., Park St., Dover, N. H. (T)
CHEROKEE—L. B. Evans' Son Co., 37 Water St., Wakefield, Mass (M)
CHIC-A-SAW—Anwelt Corp., 157 Cleghorn St., Fitchburg, Mass. (M)
CHICKS — Boyd-Jones Shoe Co., 1900 Washington Ave., St. Louis, Mo. (W)
CHICO MOC—Danvers Shoe Co., Inc., Manchester, N. H.
CHIEF OF CHIPPEWA — Chippewa Shoe Co., 28-36 W. River St., Chippewa Falls, Wis.
CHIEF QUODDY'S MAINE MADE MOCCASINS — Spiegel-Stanley Co., 208 Anderson St., Portland, Me. (M-W-T-B-G-I)
CHIEF, THE—O'Donnell Shoe Co., Inc., 601 Washington St., Lynn, Mass. (M-B)
CHIFFONS — Riverside Shoe Corp., North St., Millersburg, Pa. (W)
CHILD-FLEX—Hagerstown Shoe Co., 148 W. Franklin St., Hagerstown, Md.
CHILD FORM—Seth Gaffin Shoes, Inc., 146 Duane St., New York, N. Y.—Wholesaler (B-G)
CHILD LIFE ARCH FEATURE SHOES —Herbst Shoe Mfg. Co., 2775 N. 32nd St., Milwaukee, Wis. (B-G-I)
CHILD LIFE SHOES — Herbst Shoe Mfg. Co., 2775 N. 32nd St., Milwaukee, Wis. (B-G-I)

CHIPPEWA CHIEF—Mason Shoe Mfg. Co., 38 E. Grand Ave., Chippewa Falls, Wis. (M)
CHIPPEWA CLIPPER — Mason Shoe Mfg. Co., 38 E. Grand Ave., Chippewa Falls, Wis. (M)
CHIPPEWA KING—Mason Shoe Mfg. Co., 38 E. Grand Ave., Chippewa Falls, Wis. (M)
CHIROPEDIC SHOES—The Scholl Mfg. Co., 213 West Schiller St., Chicago, Ill. (M-W)
CHIRO REMOVABLE INSOLE SHOE—Chiropody Supply Hdqts., Inc., 1425 N. Clark St., Chicago, Ill. (M-W)
CHLORO-CUSHION — Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
CHORD-ROYS—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
CHRISTIAN DIOR—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
CHUMMIE SPORTS — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
CHUPPLEE—Clarks of England, Inc., Boston Post Rd., Norwalk, Conn.—Wholesaler.
CHURCHILL—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
CIANO—Riverside Shoe Corp., North St., Millersburg, Pa. (W)
CINDERELLA—S. Goldberg & Co. Inc., 20 East Broadway, Hackensack, N. J. (W-G)
CI RANNO—Vogue Shoe, Inc., 3660 S. Hill St., Los Angeles, Calif.
CIRCUS PETS—George H. Rosen Shoe Mfg. Co., 12 Farnsworth St., Boston, Mass .(B-G-I)
CITATION—Lakeside Shoe Co., 1393 W. Ninth St., Cleveland, O.—Wholesaler (M-B)
CITATIONS — Somersworth Mfg. Co., Inc., Somersworth, N. H. (W)
CITY CLUB—International Shoe Co., Peters Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
CITY CLUB RETRIEVER — International Shoe Co., Peters Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
CITY LINERS—Joyce, Inc. (Subsidiary of U. S. Shoe Corp.), 1658 Herald Ave., Cincinnati, O. (W)

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CLARKS — Clarks of England, Inc., Boston Post Rd., Norwalk, Conn.—Wholesaler
CLASSIC — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
CLASSIC JUNIORS — International Shoe Co., Delmar Shoe Co., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
CLASSICS — D. Myers & Son, Inc., Sherwood & Curtain Aves., Baltimore, Md.—Wholesaler (W)
CLASSIFIED SHOES—Stover & Bean Co., 249 Dutton St., Lowell, Mass. (M-W-T-B-G-I)
CLASSMATES—Ideal Shoe Mfg. Co., 539 W. Wright St., Milwaukee, Wis. (B-G)
CLICKERS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
CLIFCOURT — Nunn-Bush Shoe Co., 2822 N. 5th St., Milwaukee, Wis. (M)
CLINIC—Juvenile Shoe Corporation of America, Carnation Drive, Aurora, Mo. (W)
CLINIC SHOE, THE—Juvenile Shoe Corporation of America, Carnation Drive, Aurora, Mo. (W)
CLIPPER—Ross Shoes, Inc., 2 Washington St., North Reading, Mass. (M-B)
CLIPPER—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)

CLIX—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
CLOGHOPPERS — Nu-Dell Plastics Corp., 2250 N. Pulaski St., Chicago, Ill.
CLOUD HOPPER—Oomphies, Inc., 350 Fifth Ave., New York, N. Y. (W)
CLOUD 9—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
COACH AND FOUR—Easy Goers Shoe Co., B St., Needham Hts., Mass. (W-T-G)
COACHBOOT — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
COAST BALLETS — Coast Ballet Mfg. Co., 5104 Santa Monica Blvd., Hollywood, Calif. (W-G)
COBBIE SUBURBANITES — United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)
COBBLETS—United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)
COCAROO—United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)
CODDLERS — Vincent Horwitz Co., Inc., 2121 Beale Ave., Altoona, Pa. (W-T)
CO-ED SPORTS—Co-Ed Shoe Mfg. Co., Inc., Metter, Ga. (G)
COLBY—Bristol Mfg Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
COLE HAAN SHOES — E. E. Taylor Corp., Mill St., Freeport, Me. (M)
COLLEGE DEBS—Crown Shoe Mfg. Co., 1204 Washington Ave., St. Louis, Mo. (W)
COLLEGE DEBS — Weiss-Lawrence, Inc., Park St., Dover, N. H. (W-T)
COLLEGE HILL JUNIORS — Deevers Shoe Co., Lutesville, Mo.
COLLEGE HILL SPORTS — Deevers Shoe Co., Lutesville, Mo.
COLLEGESET — Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo. — Wholesaler (W)
COLLEGE STEPPERS—Willberg Ftwr., 1300 E. First St., Los Angeles, Calif. (W)
COLLEGE-WAY—Eastland Shoe Corp., Park St., Freeport, Me. (W)
COMET—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
COM-FIT — Fashion-Bilt Shoe Co., 523 W. Cleary St., Pontiac, Ill. (W)
COM-FITS—S. G. S. Ftwr., Inc., Div. Comfort Products Co., 12 E. Worcester St., Worcester, Mass.
COMFLEX—Weyenberg Shoe Mfg. Co., 234 E. Reservoir Ave., Milwaukee, Wis. (M)
COMFORTABLE FOOTWEAR BY FESCONY—Felt Slipper Co., Inc., 614 W. 131st St., New York, N. Y. (M-W-T-B-G-I)
COMFORT MAKERS—Beacon Shoe Co., Jonesburg, Mo. (W)
COMFO-TRED—Weyenberg Shoe Mfg., Co., 234 E. Reservoir Ave., Milwaukee, Wis. (M)
COMFY—Daniel Green Co., Dolgeville, N. Y. (M-W)
COMMODORES — Mishawaka Rubber Co., Inc., 312 N. Hill St., Mishawaka, Ind. (M-W)
COMMUTERS—Valley Shoe Corp., 2868 S. 13th St., St. Louis, Mo. (W)
COMPANION—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (B-G-I)
COMPANIONETTES — Lester Pincus Shoe Corp., 131 Duane St., New York, N. Y.—Wholesaler (W-G)
COMPANION JUNIOR—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (B-G-I)
COMPATIBLES — Beacon Shoe Co., Jonesburg, Mo. (W)
CONDADOS — International Shoe Co., 1509 Washington Ave., St. Louis, Mo. —Manufacturer-Wholesaler (W)
CONDOTTIS — Caswell Shoes, Inc., 17 Stewart St., Lynn, Mass. (W)
CONESTOGA—Plymouth Shoe Co., 191 Center St., Middleboro, Mass. (M)
CONFETTIS — Brauer Bros. Shoe Co., 22 S. Sarah St., St. Louis, Mo. (W)
CONFORMAL—International Shoe Co., Conformal Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M-W)
CONGO BOOTS—The Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill. (M)
CONNIE—Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo.—Wholesaler (W)
CONNIE LO-HEELER—Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo. —Wholesaler (W)
CONNOLLY—Connolly Shoe Company, 123 N. Second St., Stillwater, Minn. (M)
CONTEMPO—Joyce, Inc. (Subsidiary of U. S. Shoe Corp.), 1658 Herald Ave., Cincinnati, O (W)

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CONTESSA—Jo-An Shoe Co., Inc., 629 E. 19th St., Paterson, N. J. (W)
CONTINENTAL CASUALS — Belgrade Shoe Co., Old Hotel Rd., Auburn, Me. (W-T)
CONTOUR CUSHION — Freeman Shoe Corp., Beloit, Wis. (M)
CONTOURS — Caswell Shoes, Inc., 17 Stewart St., Lynn, Mass. (W)
CONVERSE—Converse Rubber Co., 392 Pearl St., Malden, Mass. (M-W-T-B-G)
CONVERTEZE—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-B-G)
COOLATORS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
COOL-EES—Joyce, Inc. (Subsidiary of U. S. Shoe Corp.), 1658 Herald Ave., Cincinnati, O. (W)
COOLETTES — Converse Rubber Co., 392 Pearl St., Malden, Mass. (W-T-G)
COOLFUT—Juvenile Shoe Corporation of America, Carnation Drive, Aurora, Mo. (W)
COOL-VENT—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.

CO-OPEDIC—Brockton Boot & Shoe Co., 223 Clinton St., Brockton, Mass. (M)
CO-OPERATIVE — Brockton Boot & Shoe Co., 223 Clinton St., Brockton, Mass. (M)
COORDINATOR—Virginia Shoe Corp., Fredericksburg, Va.—Manufacturer-Wholesaler
COPEG ARCH—The Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill. (M-W)
COPEG SHOES—The Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill. (M-W)
COQUETTES — Bottom Dollar Industries, Inc., 715 Izard St., Little Rock, Ark. (M-W-T)
CORCORAN—Joseph F. Corcoran Shoe Co., Inc., Canton St., Stoughton, Mass. (M)
CORDIALS—Dori Shoe Co., Inc., 266 Broad St., Lynn, Mass. (W)
CORDO GLO—Plymouth Shoe Co., 191 Center St., Middleboro, Mass. (M)
CORELLI—Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo.—Wholesaler (W)
CORFLEX—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
CORK-SPRING—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
CORONATION—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (W)
CORRAL—Texas Boot Mfg. Co., Inc., Lebanon, Tenn.
CORRECT POSTURE — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
CORTINA—Tober Saifer Shoe Mfg. Co., 1204 Washington Ave., St. Louis, Mo. —Manufacturer-Wholesaler (W)
CORTINAS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W-T-G)
CORVETTE—The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)
COSSACK—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
COSSACK BOOTEES — Shields Slipper Corp., Main St., Bombay, N. Y. (W-G)
COSY TOES—C. A. Grosvenor Shoe Co., Inc., 70 Central St., Worcester, Mass. (M-W-T-B-G-I)
COTILLION—Cotillion Ftwr. Co., Div. of Consolidated National Shoe Corp., 288 A St., Boston, Mass. (W-T)

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Boston, Massachusetts

COUNTER-MATICS — Meltzer Shoe Methods, Inc., 544 N. Laurel Ave., Los Angeles, Calif. (W)
COUNTESS VINCELLI—Lester Pincus Shoe Corp., 131 Duane St., New York, N. Y.—Wholesaler (W)
COUNTRY CLUB — Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (W)
COUNTRY COUSINS—Given Bros., Inc., 225 S. Mesa, El Paso, Tex.—Wholesaler (W)
COUNTRY SQUIRE — Samuel Brilliant Co., 86 Lincoln St., Boston, Mass.—Wholesaler (M)
COUNT, THE—Jo-An Shoe Co., Inc., 629 E. 19th St., Paterson, N. J. (M)
COUNTY LINERS—Joyce, Inc. (Subsidiary of U. S. Shoe Corp.) 1658 Herald Ave., Cincinnati, O. (W)
COURT KING—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
COURTLAND—Eagle Shoe Mfg. Co., Inc., 2050 Revere Beach Pkwy., Everett, Mass. (M-B)
COURTLEY, R. S., LTD.—Pal Mfg. Co., 3405-15 Glendale Blvd., Los Angeles, Calif.—Wholesaler (M-B)
COURT-SHU—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
COVER GIRL—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W-T-G)
COWPUNCHER COWBOY BOOTS — Acme Boot Co., Inc., 1002 Stafford Clarksville, Tenn. (B-G-I)
COZEEZ—S. Goldberg & Co. Inc., 20 East Broadway, Hackensack, N. J. (W-B-G)
CRACKERJACKS — Modern Shoe Co., 1201 Washington Ave., St. Louis, Mo. —Wholesaler (B-G)
CRADDOCK — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
CRADLE KICK SHOES—Darling Baby Shoe Co., Inc., 1124 Hamilton Ave., St. Louis, Mo. (I)
CRADLE STEPPERS — Juvenile Shoe Corporation of America, Carnation Drive, Aurora, Mo. (I)
CRAD-L-MOC—R. J. Potvin Shoe Co., 22 Station Ave., Brockton, Mass. (I)
CRAFTSMAN—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
CRAWFORD—Charles A. Eaton Co., 147 Center St., Brockton, Mass. (M)
CREST-FOAM — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
CRESTWORTH — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-B)
CREWMATES—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-B)
CRINKLED COWHIDE—Bottom Dollar Industries, Inc., 715 Izard St., Little Rock, Ark. (M-W-T)
CRIS-CROS — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
CROMWELL—Terry Ftwr. Corp., 1304 Cromwell Ave., New York, N. Y. (M-B)
CROSBY SQUARE — House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)
CROSBY SQUARE DART — House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)
CROSBY SQUARE EXECUTIVE — House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)
CROSBY SQUARE JUNIORS — House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (B)
CROSSBUCK—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
CROSSETT—Joseph F. Corcoran Shoe Co., Inc., Canton St., Stoughton, Mass. (M)
CROWN—H. E. Davis Shoe Co., Freeport, Me. (M)
CROWN CANVAS & WATERPROOF FOOTWEAR—H. E. Davis Shoe Co., Freeport, Me. (M-W-T-B-G-I)
CROWN MASTER—Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (M)
CRUISE—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
CRUISER—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
CRUSADER—Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (M)
C-T DESIGN — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
CUBS—Culver Mfg. Co., Inc., & Footwear Corp., Erin, Tenn. (B-G)
CUDDLE ARCH—United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)
CUDDLE CUBS—Culver Mfg. Co., Inc., & Ftwr. Corp., Erin, Tenn. (B-G)
CUDDL EASE—Charles Mels Shoe Co., 137 W. 4th St., Cincinnati, O.—Wholesaler (W-T-G-I)
CULVER CADETS—Culver Mfg. Co., Inc., & Ftwr. Corp., Erin, Tenn. (B-G)
CULVER CASUALS—Culver Mfg. Co., Inc., & Ftwr. Corp., Erin, Tenn. (M-W)
CULVER CUBS—Culver Mfg. Co., Inc., & Ftwr. Corp., Erin, Tenn. (B-G)
CULVER CUTIES — Culver Mfg. Co., Inc., & Footwear Corp., Erin, Tenn. (I)
CUNARD—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
CUNIFORM ARCH—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
CUPIDS — Phyllis Shoe Co., Inc., 95 Bridge St., Lowell, Mass. (T)
CURRIN'S—Currin-Greene Shoe Mfg. Co., Inc., 2715 Western Ave., Seattle, Wash. — Manufacturer - Wholesaler (M)
CURTAIN CALLS—Sandler of Boston, B & 3rd Ave., Needham Hts., Mass. (W-T)
CURTIS—Regal Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M)
CURTIS VELVETRED — Regal Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M)
CUSHION-ARCH—Gardiner Shoe Co., Inc., P. O. Box 642, Gardiner, Me. (M)
CUSHION ARCH BY REX—Rex Shoe Co., Inc., 209 W. 33rd St., New York, N. Y. (W)
CUSHION COMFORT—Victory Ftwr., Inc., 55 Frankfort St., New York, N. Y. (M-W)
CUSHION-EASE—Plymouth Shoe Co., 191 Center St., Middleboro, Mass. (M)
CUSHIONED COMPANION—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (B-G-I)
CUSHIONETTES — Holmes Stickney, Inc., 15 Lowell St., Portland, Me. (W)
CUSHION FLEX—Herley Shoe Corp., 17 Locust St., Haverhill, Mass. (M)
CUSHION FOUNDATION — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (B-G)
CUSHIONIZED—Holmes Stickney, Inc., 15 Lowell St., Portland, Me. (W)
CUSHIONIZED BELLAIRES — Holmes Stickney, Inc., 15 Lowell St., Portland, Me. (W)
CUSHION SOFTIES—Sham-o-Kin Shoe Corp., Franklin St., Shamokin, Pa. (W)
CUSHION SOLE—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
CUSHION STEP — Godman Shoe Co., Columbus, O. (W)
CUSHION STRIDES—Sham-o-Kin Shoe Corp., Franklin St., Shamokin, Pa. (W)
CUSHION-TRED—Anwelt Corp., 157 Cleghorn St., Fitchburg, Mass. (M)
CUSHION TRED—Ideal Shoe Co., 316 N. Third St., Philadelphia, Pa.—Wholesaler (W)
CUSHION-WALK—Wall-Streeter Shoe Co., 26 Union St., North Adams, Mass. (M)
CUSH-O-MATIC—Newport Shoe Mfg. Corp., Jackson St., Lowell, Mass. (M-B)
CUSH UN SOFT—Enna Jettick Shoes, Inc., Washington St., Auburn, N. Y. (W)
CUSTOMCRAFT—Schwartz & Benjamin, 202 Locust St., Lynn, Mass.
CUSTOM DESIGNS—Seth Gaffin Shoes, Inc., 146 Duane St., New York, N. Y. —Wholesaler (W)
CUSTOM MOLD — Chiropody Supply Hdqtrs., Inc., 1425 N. Clark St., Chicago, Ill. (M-W)
CUTIES—Alco Ranch Washable Ftwr. Co., 324 S. Chadbourne St., San Angelo, Tex. (W)

D

DAIRYMAN—International Shoe Co., Peters Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
DALE — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
D'ALEXIS—Sobel Bernstein & Greene Co., 3610 S. San Pedro St., Los Angeles, Calif. (W)
DANCEABLE DATABLE DARLINGS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
DAN DUFFY—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (B)
DAN D DUGANS—House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)
DANDY—L. N. Schwartz & Sons, 412 Cherry St., Philadelphia, Pa. (M-W-T-B-G)
DANDY-LINE BABY SHOES—New Oxford Baby Shoe Co., Wellsville, Pa. (I)
DANNER—Danner Shoe Mfg. Co., 110 S. E. 82nd St., Portland, Ore. (M)
DANSEFORM—Advance Theatrical Co., 32 W. Randolph St., Chicago, Ill.—Wholesaler (M-W-B-G)
D'ANTONIO — D'Antonio Shoe Corp., 826 Broadway, New York, N. Y. (W)
DANVERS — Danvers Shoe Co., Inc., Manchester, N. H.
DAPPER DAN — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-B)
DARLENE—Given Bros., Inc., 225 S. Mesa, El Paso, Tex. — Wholesaler (W)

SHOE MANUFACTURERS

DARLING SHOES—Darling Baby Shoe Co., Inc., 1124 Hamilton Ave., St. Louis, Mo. (I)
DARLIN'S—Rex Shoe Co., Inc., 209 W. 33rd St., New York, N. Y. (W)
DARLIN'S BY DESCO — Desco Shoe Corp., 209 W. 33rd St., New York, N. Y. (W)
DART—House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M-B)
DARTS—Marpat Shoes, Inc., Seymour, Mo. (W)
DASHER—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-B-G)
DATE — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
DATEBOOK — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W-T-G)
DATERS BY COLLEGE HILL—Deevers Shoe Co., Lutesville, Mo.
DATES 'N DEBS—Ed White Junior Shoe Co., Paragould, Ark. (W)
DAVE ARONOFF ARCHOLATOR — Dave Aronoff Shoes, 4560 W. Washington, Los Angeles, Calif. (M-W-C)
DAVENPORT WOODEN SOLE—Stahmer Shoe Co., 1334 W. 2nd St., Davenport, Ia. (M-W)
DAVEY JONES—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-B-G)
DAVID DARE—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
DAVID DARE JUNIORS—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (B)
DAVIS CUP—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
DAY DREAMS—Alert Shoe Corp., P. O Box 246, Milroy, Pa. (W)
DAY-N-NITE FOOTWEAR—The Sherman Bros. Mfg. Co., 66 N. Main St., South Norwalk, Conn. (W)
DAYTIMER—Heydays Shoes, Inc., 2032 Locust St., St. Louis, Mo. (W)
D D AND CREST—International Shoe Co., Queen Quality Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
DE ANGELO—Carmo Shoe Mfg. Co., 2128 Washington Ave., St. Louis, Mo. (W)
DEAR-ME—Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M-W-T-B-G-I)
DEBITEEN—Kristine Shoe Co., Inc., 29 Elm St., Salisbury, Mass. (W-T-G)
DEBONAIR — International Shoe Co., Queen Quality Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
DEBTOWNERS — Tober Saifer Shoe Mfg. Co., 1204 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
DEBUTEEN—Yankee Shoemakers, Div. Sam Smith Shoe Corp., Main St., Newmarket, N. H.
DECK-MASTERS—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-B)
DEE GEE—Daniel Green Co., Dolgeville, N. Y. (M-W)
DEEPTONES — Nunn-Bush Shoe Co., 2822 N. 5th St., Milwaukee, Wis. (M)
DEER-TRED—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
DEGAS—Melori Shoe Corp., 60 Fulda St., Boston, Mass. (W-T-G)
De LANO—Mosinger-Cohn, Inc., 1235 Washington Ave., St. Louis, Mo.—Wholesaler (W)
DE LISO DEBS—Samuels Shoe Co., 1717 N. 25th St., St. Louis, Mo. (W)
DE LISO YOUTHFULS—Samuels Shoe Co., 1717 N. 25th St., St. Louis, Mo. (W)
DELMAN—Delman Co., -Div. Genesco, 345 Hudson St., New York, N. Y. (W)
DELMANETTE — Hamilton Shoe Co., 2107 Lucas Ave., St. Louis, Mo. (W)
DELMANETTE-STYLED BY DELMAN—Hamilton Shoe Co., 2107 Lucas Ave., St. Louis, Mo. (W)
DELMAN-TWENTY—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
DEL-MAR—Carl Spector Co., 179 Lincoln St., Boston, Mass.—Wholesaler
DELPHINA ORIGINALS—Silver-Stride Shoe Mfg. Co., Inc., 1425 Carlton St., Philadelphia, Pa. (W)
DE LUCA ORIGINALS—Algy Shoes, Inc., 68 Vine St., Everett, Mass.
DE MARTINIS—Ideal Shoe Co., 316 N. Third St., Philadelphia, Pa.—Wholesaler (W-T)
DE MELLO—M. K. Weil Shoe Co., 1215 Washington Ave., St. Louis, Mo. —Wholesaler (W)
DE MILANO—Carl Spector Co., 179 Lincoln St., Boston, Mass.—Wholesaler
DEMOSETTE — Deb Shoe Co., Inc., 2128 Washington Ave., St. Louis, Mo. (W)
DENNY MURRAY — Commonwealth Shoe & Leather Co., Armory St., Gardiner, Me.
DEPENDABLE FOOTWEAR — Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M-W-B-G)
DERBY—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
DERMA-PEDIC — Brockton Boot & Shoe Co., 223 Clinton St., Brockton, Mass. (M)
DERNGOOD—M. L. Snyder & Son, Inc., 2402 N. Jasper St., Philadelphia, Pa.
DESERT BOOT—Clarks of England, Inc., Boston Post Rd., Norwalk, Conn.—Wholesaler
DE SALLES ORIGINALS—Given Bros., Inc., 225 S. Mesa, El Paso, Tex.—Wholesaler (W)
DESCO—Desco Shoe Corp., 209 W. 33rd St., New York, N. Y. (W)
DESCO DEBS—Desco Shoe Corp., 209 W. 33rd St., New York, N. Y. (W)
DESCOETTS—Desco Shoe Corp., 209 W. 33rd St., New York, N. Y. (W)
DESERTAIRES— Given Bros., Inc., 225 S. Mesa, El Paso, Tex.—Wholesaler (W)
DIAMOND BRAND — International Shoe Co., Peters Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
DIAMOND KING—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M-B)
DI ANGELO—Lakeside Shoe Co., 1392 W. Ninth St., Cleveland, O.—Wholesaler (W)
DICK CLARK AMERICAN BANDSTAND SHOE — Medic Shoe Mfrs., Inc., 1212 Wood St., Philadelphia, Pa. (B-G-T)
DICKERSON SHOES—The Walker T. Dickerson Co., 326 S. Front St., Columbus, O. (W)
DI MARTINI ORIGINALS—H. S. K. Ftwr., Corp., 146 Duane St., New York, N. Y.—Wholesaler (M-B)
DIMENSIONAL EQUALIZER LAST — Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo.—Wholesaler (W)
DI NEZZA—Dine Shoe Corp., 134 Water St., Wakefield, Mass. (W)
DINO—Dine Shoe Corp., 134 Water St., Wakefield, Mass. (W)
DION-DEB—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
DIPLOMAT — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M)
DIRECTORS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
DI SCARLA—Hartman Shoe Mfg. Co., 35 Duncan St., Haverhill, Mass. (W)
DIXIE DEB—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
DR. A. REED CUSHION — Connolly Shoe Company, 123 N. Second St., Stillwater, Minn. (M)
DR. HISS BALANCED SHOES—Irving Drew Corp., Lancaster, O. (W)
DR. LOCKE—The Julian & Kokenge Co., 280 S. Front St., Columbus, O. (W)
DR. POSNER SCIENTIFIC SHOES—Dr. Posner Shoe Co., Inc., 112 W. 34th St., New York, N. Y. (T-B-G-I)
DR. POSNER SPECIAL FEATURE SHOES—Dr. Posner Shoe Co., Inc., 112 W. 34th St., New York, N. Y. (T-B-G-I)
DR. POSNER TEEN TYPE SHOES—Dr. Posner Shoe Co., Inc., 112 W. 34th St., New York, N. Y. (G)
DR. SCHOLL FOOT COMFORT SHOES—Dr. Scholl Shoe Co., 412 W. 7th St., Cincinnati, O. (W)
DR. SCHOLL'S ARCH-LIFT SANDALS—The Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill. (M-W-T-B-G-I)
DR. SCHOLL'S CHIROPEDIC SHOES—The Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill. (M-W)
DR. SCHOLL'S CONGO BOOTS — The Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill. (M)
DR. SCHOLL'S COPEGS — The Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill. (M-W)
DR. SCHOLL'S FOOT COMFORT SHOES—The Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill. (M-W)
DR. SCHOLL'S FOOT EXCERCIZER SANDALS—The Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill. (M)
DR. SCHOLL'S SCIENTIFIC SHOES—213 West Schiller St., Chicago, Ill (M-W)
DR. SCHOLL'S SUBURBAN LOUNGERS—The Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill. (M-W)
DOCTOR SHOE, THE—Holland-Racine Shoes, Inc., 386 W. 15th St., Holland, Mich. (M)
DOD-O-FLEX—Dodson Fisher Co., 256 E. Kellogg Blvd., St. Paul, Minn.
DOE-TRED — Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
DOLCIS—Trans World Shoe Corp., 47 W. 34th St., New York, N. Y.—Importer (M)
DOLLY DIMPLES—Burlington County Shoe Corp., 192 Water St., Mt. Holly, N. J. (G-I)
DOLLY KWEEN — Sheboygan Slipper Co., 1920 N. 13th St., Sheboygan, Wis. (W)
DOLPHIN—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
DOMANI—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-W)
DONNA—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
DORO'S ORIGINALS — Pal Mfg. Co., 3405-15 Glendale Blvd., Los Angeles, Calif.—Wholesaler (W)
DOROTHY DODD—International Shoe Co., Queen Quality Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
DOROTHY JUNIOR — International Shoe Co., Queen Quality Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
D'ORTEGA—Mosinger-Cohn, Inc., 1235 Washington Ave., St. Louis, Mo. —Wholesaler (W)
DOT & DAN—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (B-G-I)
DOT & DAN FLEXIBLES—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y. —Wholesaler (B-G-I)
DOT & DAN JUNIORS—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y. —Wholesaler (B-G-I)
DOUBLE BUBBLE — Weiss-Lawrence, Inc., Park St., Dover, N. H. (W-T-G-I)
DOUBLE DELUXE—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
DOUBLE DUTY—Edmor Shoe Mfg. Co., 1234 Carpenter St., Philadelphia, Pa. (B-G)
DOUBLE LIFE—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
DOUGLAS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-B)
DOUGLAS ARCH—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-B)
DOUGLAS TUGS — Genesco, Inc., 111 Seventh Ave., N., Nashvile, Tenn. (M-B)
DOUGLAS, W. L.—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-B)
DOWNBEATS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
DOYLE—Doyle Shoe Co., Cor. Warren Ave., & Pleasant St., Brockton, Mass.
DRAGON SHOES—John Addison Footwear, Inc., 49 Cotting Ave., Marlboro, Mass. (M)
DRAMA-IN-FOOTWEAR — Evins, Inc., 151 W. 26th St., New York, N. Y. (W)
DREAMERS—M. J. Nazzaro, Inc., 912 E. Seventh St., Los Angeles, Calif. (G)

Dress ups
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WEBER SHOE COMPANY, INC.
TIPTON, MISSOURI

DREAM WALKERS — Diaper Jeans, Inc., 315 W. Chestnut St., Denison, Tex. (W-G)
DRESSTEEL—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
DRESS-UPS BY ALEXIS—Weber Shoe Co., Inc., Tipton, Mo. (G)
DREW ARCH REST — Irving Drew Corp., Lancaster, O. (W)
DRIFTERS — Craddock - Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
DRIPPERS—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
DRIPSTERS — Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
DRIZZLE BOOTS — Principle Plastics, Inc., 1136 W. 135th St., Gardena, Calif. (W)
DRIZZLETTES—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-B-G)
DRIZZLE SHU—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-B-G)
DRYON—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M-W-B-G)
DUBL PUFFS—Easy Walker Shoe Co. Old River Rd., Wilkes-Barre, Pa. (W)
DUDLEY—Ambassador Shoe Corp., Mill St., Webster, Mass. (M)
DUDE RANCH—Juvenile Shoe Corporation of America, Carnation Drive, Aurora, Mo. (G)
DUKE—Cambridge Rubber Co. — 748 Main St., Cambridge, Mass. (M-B)
DUNHAM'S BABY TOES—Dunham's 135 Main St., Brattleboro, Vt.—Wholesaler (I)
DUNHAM'S CHESTERFIELD — Dunham's 135 Main St., Brattleboro, Vt. —Wholesaler (M-B)
DUNHAM'S CORTINA—Dunham's, 135 Main St., Brattleboro, Vt. — Wholesaler (M-W)
DUNHAM'S CORVAIRS—Dunham's, 135 Main St., Brattleboro, Vt. — Wholesaler (M-B)
DUNHAM'S DURAFLEX — Dunham's, 135 Main St., Brattleboro, Vt.—Wholesaler (M-B)
DUNHAM'S GREEN MOUNTAIN CAMP MOCASSINS—Dunham's, 135 Main St., Brattleboro, Vt.—Wholesaler (M-W-B-G)
DUNHAM'S GREEN MOUNTAIN CASUALS—Dunham's, 135 Main St., Brattleboro, Vt.—Wholesaler (M-W-B)
DUNHAM'S HIGH TENSION — Dunham's, 135 Main St., Brattleboro, Vt. —Wholesaler (M-B)
DUNHAM'S LOAF-AIRES — Dunham's, 135 Main St., Brattleboro, Vt.—Wholesaler (M-W)
DUNHAM'S PLAYBOYS—Dunham's, 135 Main St., Brattleboro, Vt. — Wholesaler (M-B)
DUNHAM'S RUGGARDS—Dunham's, 135 Main St., Brattleboro, Vt. — Wholesaler (M)
DUNHAM'S SILV-A-LINE — Dunham's, 135 Main St., Brattleboro, Vt.—Wholesaler (M-B)
DUNHAM'S SLIPPERS—Dunham's, 135 Main St., Brattleboro, Vt.—Wholesaler (M-W-B-G)
DUNHAM'S SUBURBANS — Dunham's, 135 Main St., Brattleboro, Vt.—Wholesaler (M-W-B-G)
DUNHAM'S TYROLEANS — Dunham's, 135 Main St., Brattleboro, Vt.—Wholesaler (M-W-B-G-I)
DUNHAM'S VERDMONT — Dunham's, 135 Main St., Brattleboro, Vt.—Wholesaler (B-G-I)
DUNHAM'S WAUKEZY—Dunham's, 135 Main St., Brattleboro, Vt.—Wholesaler (W)
DUO-FLEX—P. Hagerty Shoe Co., 301 Van Deman Ave., Washington Court House, O. (W-G)
DUO SPECS — Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
DURABLES — Foldes Industries, Inc., Valmont Industrial Pk., Hazleton, Pa. (M-W-T-B-G-I)
DURA - HYDE — Mercantile International, 1133 Broadway, New York, N. Y.—Importer
DURAWELTS — Eagle Shoe Mfg. Co., Inc., 2050 Revere Beach Pkwy., Everett, Mass. (M-B)
DUTI-PALS — Craddock - Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
DYNAMO—Rubber Corp. of Calif., 10631 Stanford Ave., Garden Grove, Calif. (M-B)

E

EAGLE—Eagle Shoe Mfg. Co., Inc., 2050 Revere Beach Pkwy., Everett, Mass. (M-B)
EASE WEAR—Viko Shoe Co., 35 Lagrange St., Worcester, Mass. (W)
EASI-GAIT—George E. Keith Co., 100 Perkins Ave., Brockton, Mass.
EASY GOERS—Easy Goers Shoe Co., B St., Needham Hts., Mass. (W-T-G)
EASY LIFE—B G S Shoe Corp., Manchester, N. H. (W-G)
EASY STEPS—A. Werman & Sons, Inc., 282 Belmont Ave., Brooklyn, N. Y. (I)
EASY STREET—Genesco, Inc., 111 Seventh Ave., N. Nashville, Tenn.
EASY WALKER—Easy Walker Shoe Co., Old River Rd., Wilkes-Barre, Pa. (W)
EASY WORKERS — Genesco, Inc., 111 Seventh Ave., N. Nashville, Tenn.
EATON — Charles A. Eaton Co., 147 Center St., Brockton, Mass. (M)

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EPHRATA, PENNA.

EDDY'S PRO—Eddy Shoe Co., 132 N. Fourth St., Philadelphia, Pa.—Wholesaler (M-T-B)
EDDYSHIRE—Eddy Shoe Co., 132 N. Fourth St., Philadelphia, Pa.—Wholesaler (M-B)
EDGE GUARD—Hill Bros. Co., 120 Central St., Hudson, Mass. (M)
EDGERTON—Nunn-Bush Shoe Co., 2822 N. 5th St., Milwaukee, Wis. (M)
EDGEWOOD — Genesco, Inc., 111 Seventh Ave., N. Nashville, Tenn (W-T)
EDITH HENRY — Lucky Stride Shoes, Inc., Forest Ave. & Union St., Maysville, Ky. (W)
EDMOR—Edmor Shoe Mfg. Co., 1234 Carpenter St., Philadelphia, Pa. (I)
EDMOR CORONETS—Edmor Shoe Mfg. Co., 1234 Carpenter St., Philadelphia, Pa. (B-G)
EDWARDS, THE SHOE FOR CHILDREN—Edwards Shoes, Inc., 314 N. 12th St., Philadelphia, Pa. (T-B-G-I)
EDWIN CLAPP—Edwin Clapp & Son, Inc., 50 Charles St., E. Weymouth, Mass. (M)

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FIT, QUALITY plus FASHION
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EIGHT THOUSAND LINE — Gotham Shoe Mfg. Co., Inc., 126 Park Ave., Binghamton, N. Y. (M-W)
EIGHT-TO-FIVE—Heydays Shoes, Inc., 2032 Locust St., St. Louis, Mo. (W)
E-JAY—Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (B-G)
E'LASTIQUE—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
ELASTO-GRIP—Genesco, Inc., 111 Seventh Ave., N. Nashville, Tenn. (M)
ELDORADOS BY FRANZINI—Franzen Shoe & Slipper Co., 49 Hermon St., Worcester, Mass. (W)
ELEGANTES—Rogers Bros. Shoes, Inc., 137 Kneeland St., Boston, Mass.—Wholesaler (W)
ELEGANZA—Pan American Modes, Inc., 5300 N. W. 37th Ave., Miami, Fla. (W)
ELEVATORS—Brockton Ftwr., Inc., 144 Field St., Brockton, Mass. (M)
ELF-EEZ BY JAYRICH—Jayrich Ftwr. Co., 346-352 Meridan St., East Boston, Mass. (T)
EL REY OF HOLLYWOOD—El Rey of Hollywood, 239 S. Los Angeles St., Los Angeles, Calif. (W)
EL TORO—Given Bros., Inc., 225 S. Mesa, El Paso, Tex.—Wholesaler (M-B-G)
EMBLEM — International Shoe Co., Great Northern Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
EM BRAND — Emmco Products Div., Essex Master Mold Co., Inc., Ivorytown, Conn.
EM JAY ORIGINALS—Em Jay Originals, Inc., 152 Duane St., New York, N. Y.—Wholesaler
EMMERSON SHOES — R. P. Hazzard Shoe Co., Gage St., Augusta, Me. (M)
ENDWELL — Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (M-B)
EN-JOIE — Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (W)
ENNA JETTICKS—Enna Jettick Shoes, Inc., Washington St., Auburn, N. Y. (W)
EPHRATA—Ephrata Shoe Co., 18 N. State St., Ephrata, Pa. (T-G-I)
EQUALIZED WALKERS — Beau Shoe Co., 2927 Canby St., Harrisburg, Pa. (I)
EQUALIZER LAST — Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo. —Wholesaler (W)
ERIE—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
ESCAPADE — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)

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ESPERANTOS — Freeman Shoe Corp., Beloit, Wis. (M)
ESPRESSO—A. E. Nettleton Co., 313 E. Willow St., Syracuse, N. Y. (M)
ESQUIRE—Esquire Slipper & Ftwr. Co., Inc., 97 Rantoul St., Beverly, Mass.
ESSENKAY—Genesco, Inc., 111 Seventh Ave., N. Nashville, Tenn. (W-T)
ESTEEM—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-B-G)
ETHAN ALLEN—Dunham's, 135 Main St., Brattleboro, Vt.—Wholesaler (M)
ETONETTE—Charles A. Eaton Co., 147 Center St., Brockton, Mass. (W)
ETONIC ARCH—Charles A. Eaton Co., 147 Center St., Brockton, Mass. (M)
ETONIC ALL-WEATHER—Charles A. Eaton Co., 147 Center St., Brockton, Mass. (M)
ETONIC QUEEN—Charles A. Eaton Co., 147 Center St., Brockton, Mass. (W)
ETONIC TRED—Charles A. Eaton Co., 147 Center St., Brockton, Mass. (M)
EVANS STANDARD—L. B. Evans' Son Co., 37 Water St., Wakefield, Mass. (M)
EVEREADY — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
EVER EASE—International Shoe Co., Peters Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
EVERIST—Everist Shoe Co., Boot Rd., Malvern, Pa.
EVERTUFF—M. Beckerman & Sons, Inc., 184 Fifth Ave., New York, N. Y. (B)
EVERYDAY — Craddock - Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
EVERY DAY COMFORT—Viko Shoe Co., 35 Lagrange St., Worcester, Mass. (W)
EVINS—Evins, Inc., 151 W. 26th St., New York, N. Y. (W)
EV-R-FLEX — International Shoe Co., Great Northern Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
EXCELSIOR—Genesco, Inc., 111 Seventh Ave., N. Nashville, Tenn. (B)
EXECUTIVE—Little Falls Felt Shoe Co., Little Falls, N. Y. (M)

EXECUTIVE, THE—E. T. Wright & Co., Inc., Liberty St., Rockland, Mass. (M)

EXQUISITE SHOES BY FOX—Fox Shoe Mfg. Corp., 526 Broadway, New York, N. Y. (W)

EZEE TRED—Charing Cross Shoes Ltd., 131 Duane St., New York, N. Y. —Wholesaler (W)

E-Z-ON—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-B)

E-Z WALKING WOODEN SOLE SAFETY SHOE—Reece Wooden Sole Shoe Co., 13th St. & 41st Ave., Columbus, Neb. (M-W)

EZY CREPE—H. H. Brown Shoe Co., Inc., 45 Grand St., Worcester, Mass.

EZY WORK—H. H. Brown Shoe Co., Inc., 45 Grand St., Worcester, Mass.

F

FABIANOS—International Shoe Co., 1509 Washington Ave., St. Louis, Mo. —Manufacturer-Wholesaler (W)

FABRICETTE—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)

FABRICON—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)

FADS—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)

FAIRY TALES—Lakeside Shoe Co., 1392 W. Ninth St., Cleveland, O.—Wholesaler (B-G)

FAITHFUL—Winchell Shoe Mfg. Co., 25 Washington Ave., Natick, Mass. (M-B)

FAMETRED—Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M-W-T-B-G-I)

FAMOUS FALCON—Georgia Shoe Mfg. Co., Inc., Flowery Branch, Ga. (M-B)

FAMOUS FIVE—Genesco, Inc., 111 Seventh Ave., N. Nashville, Tenn. (M)

FANDANGO—Deb Shoe Co., Inc., 2128 Washington Ave., St. Louis, Mo. (W)

FANTASY—Genesco, Inc., 111 Seventh Ave., N. Nashville, Tenn. (W)

FARMTRED—Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M-W-T-B-G-I)

FASHIONAIRES—Culver Mfg. Co., Inc. & Footwear Corp., Erin, Tenn. (W)

FASHION ARTS—Fashion Art Ftwr., 825 W. Pico Blvd., Los Angeles, Calif. (W)

FASHION EASE SHOES—The Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill. (W)

FASHION-BILT—Fashion-Bilt Shoe Co., 523 W. Cleary St., Pontiac, Ill. (W)

FASHION BUILT—Freeman Shoe Corp., Beloit, Wis. (M)

FASHION CRAFT—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.

FASHION CRAFT PETALITES—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.

FASHION FLAIRS—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-B-G)

FASHION FLATS—Lucky Stride Shoes, Inc., Forest Ave. & Union St., Maysville, Ky. (W)

FASHION FRESH—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (W)

FASHION LANE—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.

FASHIONS AFOOT—Goodyear Ftwr. Corp., 44 Warren St., Providence, R. I. (W)

FASHION STEP—Nu-Way Shoe Co., Inc., 142 Duane St., New York, N. Y. —Wholesaler (W)

FASHION TRED—Nu-Way Shoe Co., Inc., 142 Duane St., New York, N. Y. —Wholesaler (W)

FAST BREAK—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-B-G)

FASTBREAK—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-B-G)

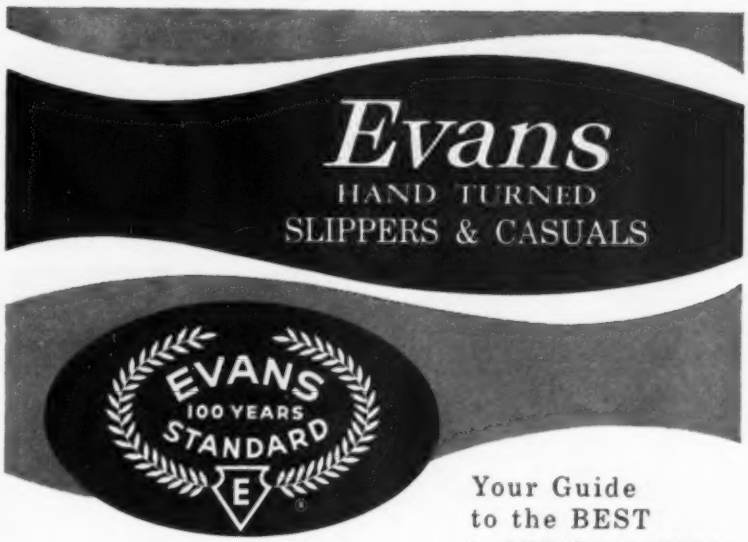
FAUNTRED—Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M-W-T-B-G-I)

FEATHER ARCH—Boyd-Jones Shoe Co., 1900 Washington Ave., St. Louis, Mo. (W)

FEATHERBED—Frank Noone Shoe Co., Inc., Plain St., Rockland, Mass. (M)

FEATHER-BEDS BY MARTIN & MARTIN—H. S. K. Ftwr. Corp., 146 Duane St., New York, N. Y.—Wholesaler (M-B)

FEATHER-EZE—S. Waterbury & Son Co., 1212 Wood St., Philadelphia, Pa. (I)



Your Guide
to the BEST
in MEN'S SLIPPERS

FEATHER-FLEX—La Ray Boot Shop, 107 W. 46th St., New York, N. Y. (M-W)

FEATHER-LITE—Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (W)

FEATHER-LITE—Barry Mfg. Co., Inc., Ayer Shoes, Inc., 8 Summer St., Lynn, Mass. (I)

FEATHER-MOCS—Winig Slipper Corp., 15 Division St., Gloversville, N. Y. (M-W)

FEATHER PED—International Shoe Co., Winthrop Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)

FEATHER WEIGHT MOC—Ross Shoes, Inc., 2 Washington St., North Reading, Mass. (M-B)

FEATURE FASHION—International Shoe Co., Friedman-Shelby Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)

FEETURE ARCH—Florsheim Shoe Co., 130 South Canal St., Chicago, Ill.

FELLMAN TRI-VAC NAUTICS—Fellman Tri-Vac Ftwr. Inc., 42 S. Livingston Ave., Livingston, N. J.—Manufacturer-Wholesaler (M-W)

FEMATA—Genesco, Inc., 111 Seventh Ave., N. Nashville, Tenn. (W)

FERRARI—International Shoe Co., Peters Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)

FERRARIS—Nashua Ftwr. Corp., 250 Canal St., Lawrence, Mass. (M)

FESCONY—Felt Slipper Co., Inc., 614 W. 131st St., New York, N. Y. (M-W-T-B-G-I)

FETHA FLEX—House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)

FETHA-LITE BOUNCE—Weiss-Lawrence, Inc., Park St., Dover, N. H. (W)

FIANCEES—Clark Shoe Co., 34 Troy St., Auburn, Me.

FIELD AND STREAM—F. & F. Shoe Co., 20-22 E. Spring St., Chippewa Falls, Wis. (M-W-B)

FIELD TRIAL—G. H. Bass & Co., Main St., Wilton, Me. (M-W)

FIFTH AVENUE—Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo.—Wholesaler (W)

FINALIST—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)

FIN AND FEATHER—F. & F. Shoe Co., 20-22 E. Spring St., Chippewa Falls, Wis. (M-W-B)

FINESSA BY JACQUELINE—Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo.—Wholesaler (W)

FINGERFLEX BY FLORSHEIM—Florsheim Shoe Co., 130 South Canal St., Chicago, Ill.

FIRELITES—B-W Ftwr. Co., Inc., Mill St., Webster, Mass. (M)

FIRESIDE—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M-B-G)

FIRESIDE COMFORT SLIPPERS—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M-B-G)

FIRMTRED—Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M-W-T-B-G-I)

FIRST AIDES—Wilbur Coon Shoes, 33 State St., Batavia, N. Y. (W)

FIRST EDITIONS—Mutual Shoe Sales Co., Thompson St., Maynard, Mass. (W)

FIRST GRADERS—Seaboard National Shoe Co., 22 S. Hanover St., Baltimore, Md. (M-W-T-B-G-I)

FIRST STEPS—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (B-G-I)

FIT-RITE—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (B-G-I)

FJORD—Freeman Shoe Corp., Beloit, Wis. (M)

FJORD-MOCS—Freeman Shoe Corp., Beloit, Wis.

FLAG—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-B)

FLAGG BROTHERS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-B)

FLAIR CASUAL FOOTWEAR—Western Sales Co., 6644 Blucher Ave., Van Nuys, Calif.—Manufacturer-Wholesaler (W)

FLAME—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)

FLAME FIGHTER—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M)

FLAMENCA—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)

FLAMINGO—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)

FLAREWEDGE—Florsheim Shoe Co., 130 South Canal St., Chicago, Ill.

FLASH—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)

FLAT-ETUDES—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)

FLEET-AIR—Eby Shoe Corp., 136 N. State St., Ephrata, Pa. (B-G)

FLEETLINE—Bristol Mfg. Co., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)

FLEETWOOD—Tyer Rubber Co., 10 Railroad St., Andover, Mass. (M-W-T-B-G-I)

FLEETWOOD—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)

FLEXATED—Allen-Edmonds Shoe Corp., 825 Main St., Belgium, Wis. (M)

FLEXATOR—International Shoe Co., Queen Quality Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)

SHOE MANUFACTURERS

FLEXCEL—Florsheim Shoe Co., 130 South Canal St., Chicago, Ill.
FLEX CRAFT—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
FLEX-EASY—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
FLEX-E-FIT—International Shoe Co., Friedman-Shelby Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
FLEX-FASHIONED—Nunn-Bush Shoe Co., 2822 N. 5th St., Milwaukee, Wis. (M)
FLEXIBLE FETHERWATES — Nunn-Bush Shoe Co., 2822 N. 5th St., Milwaukee, Wis. (M)
FLEXIBLES—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
FLEXI-CLEAT — LaCrosse Rubber Mills Co., LaCrosse, Wis. (M)
FLEXIES—Simplex Shoe Mfg. Co., 102 E. Keefe Ave., Milwaukee, Wis. (I)
FLEXI-PEDIC—Simplex Shoe Mfg. Co., 102 E. Keefe Ave., Milwaukee, Wis. (B)
FLEXI-WOVEN — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
FLEXLIFE—Brockton Ftwr., Inc., 144 Field St., Brockton, Mass. (M)
FLEXLINERS—Flexline Shoe Co., 316 Straight St., Paterson, N. J.
FLEXLITE—Terry Ftwr. Corp., 1309 Cromwell Ave., New York, N. Y. (B-G)
FLEX-MOC—A. Jacobs & Sons Co., Inc., 162 Eastern Ave., Lynn, Mass. (M-W-T)
FLEX-MOC PROCESS — A. Jacobs & Sons Co., Inc., 162 Eastern Ave., Lynn, Mass. (W-T)
FLEXMOR—Maybury Shoe Co., 101 S. Main St., Rochester, N. H. (W)
FLEXOLE — Florsheim Shoe Co., 130 South Canal St., Chicago, Ill.
FLEXO-PEDICS — Kessler Shoe Mfg. Co., Inc., Westminster, Md. (B-G-I)
FLEX-O-THERM — H. E. Davis Shoe Co., Freeport, Me. (M)
FLEXRIDGE — United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)
FLEX SHU — H. H. Brown Shoe Co., Inc., 45 Grand St., Worcester, Mass.
FLEX-SUPPLE—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
FLEX-WALKER — Walker T. Dickerson Co., 326 S. Front St., Columbus, O. (W)
FLIPPERS — Bradford Mfg. Co., 669 Washington St., Lynn, Mass.
FLITE-STEP—Ideal Shoe Co., 316 N. Third St., Philadelphia, Pa.—Wholesaler (W-T)
FLOAT AWAYS — Huth-James Shoe, Inc., 1039 S. Second St., Milwaukee, Wis. (M)

MEN'S AND BOYS' SHOES

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MILWAUKEE 4, WISCONSIN

FLOATER — Bates Shoe Co., Park St., Webster, Mass. (M)
FLOATERS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
FLORETTE — Florsheim Shoe Co., 130 South Canal St., Chicago, Ill.
FLORMAID — Florsheim Shoe Co., 130 South Canal St., Chicago, Ill.
FLORMATE — Florsheim Shoe Co., 130 South Canal St., Chicago, Ill.
FLORSHEIM — Florsheim Shoe Co., 130 South Canal St., Chicago, Ill.
FLUFFIES — Topp's Lamoskin Fashions, Inc., 312 N. Perry St., Johnstown, N. Y. — Manufacturer-Wholesaler (W)
FLYING ACES BY DR. POSNER—Dr. Posner Shoe Co., Inc., 112 W. 34th St., New York, N. Y. (B)
FLYWATES — Nunn-Bush Shoe Co., 2822 N. 5th St., Milwaukee, Wis. (M)
FOAMAGIC — H. E. Davis Shoe Co., Freeport, Me. (M)
FOAM CUSHION — Linda-Jo Shoe Co., Inc., 420 W. Garnett St., Gainesville, Tex. (W-G)
FOAMERS — Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
FOAM-KIDS — Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (B-G-I)
FOAM-MAGIC — Charing Cross Shoes Ltd., 131 Duane St., New York, N. Y. —Wholesaler (W)
FOAM PRINCE — Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M)
FOAM SOUFFLE — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
FOAMTRACK — Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M-W-T-B-G-I)
FOAMTREAT — Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M-W-T-B-G-I)
FOAMTRED — Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M-W-T-B-G-I)
FOAMTRUCK — Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M-W-T-B-G-I)
FOAMTRIP — Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M-W-T-B-G-I)
FOAMTRITT — Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M-W-T-B-G-I)
FOLLOW ME HEELS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
FONTANA OF ROME — Caprini Shoe Corp., 2110 E. Wishart St., Philadelphia, Pa. (W)
FOOT BALANCE—C. H. Alden Shoe Co. & Old Colony Shoe Co., 84 East Railroad Ave., Brockton, Mass. (M-I)
FOOT CHARMS — Fashion Art Footwear, 825 W. Pico Blvd., Los Angeles, Calif. (W)
FOOT COMFORT SHOES—The Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill. (M-W)

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FOOT-CONTROL — Brooks Shoe Mfg. Co., Inc., 3210 Cherry St., Philadelphia, Pa. (M-W-T-B-G)
FOOT CULTURE — International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Ave., St. Louis, Mo. —Manufacturer-Wholesaler (W)
FOOT-EASE—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
FOOTE FLEX—Alberts Shoe Co., Cambridge St., Middleboro, Mass. (M)
FOOTE MATEX — Alberts Shoe Co., Cambridge St., Middleboro, Mass. (M)
FOOT EXCERCIZER SANDALS — The Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill. (M-W-T-B-G)
FOOT-FITTER — Allen-Edmonds Shoe Corp., 525 Main St., Belgium, Wis. (M)
FOOT FLAIRS—Mutual Shoe Sales Co., Thompson St., Maynard, Mass. (W)
FOOT FOAMS—Ideal Shoe Co., 316 N. Third St., Philadelphia, Pa.—Wholesaler (W)
FOOT FORM—A. S. Kreider & Son Co., 315 N. Chestnut St., Palmyra, Pa. (M-B)
FOOT FREE—Daniel Hays Co., Inc., 185 W. Fulton St., Gloversville, N. Y. (M)
FOOTGLUV—Swan Shoe Co., Inc., 3001 E. Madison St., Baltimore, Md. (M-W)
FOOT GUIDE—Ideal Shoe Co., 316 N. Third St., Philadelphia, Pa.—Wholesaler (W)
FOOT GUIDER—Blue Star Shoes, Inc., 5 Franklin St., Lawrence, Mass. (T-B-G-I)
FOOTHRILLS—Juvenile Shoe Corporation of America, Carnation Drive, Aurora, Mo. (W)
FOOT-JOY—Brockton Ftwr., Inc., 144 Field St., Brockton, Mass. (M-W)
FOOT KING—A. S. Kreider & Son Co., 315 N. Chestnut St., Palmyra, Pa. (M-B)
FOOT-LITE—Brooks Shoe Mfg. Co., Inc., 3210 Cherry St., Philadelphia, Pa. (M-W-T-B-G)
FOOT LOOSE—Holmes Stickney, Inc., 15 Lowell St., Portland, Me. (W)
FOOT MAGIC—A. Werman & Sons, Inc., 282 Belmont Ave., Brooklyn, N. Y. (B-G)
FOOTOGRAPH—George E. Keith Co., 100 Perkins Ave., Brockton, Mass. (M-W-B-G)
FOOT PALS — Wall-Streeter Shoe Co., 26 Union St., North Adams, Mass. (M)
FOOT PAMPERS—Fashion Art Ftwr., 825 W. Pico Blvd., Los Angeles, Calif. (W)
FOOT PODS—Lissak & Co., 100 Sawyer St., New Bedford, Mass. (W)
FOOT POSITIONER — Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
FOOT SAVER—The Julian & Kokenge Co., 280 S. Front St., Columbus, O. (W)
FOOTSAVERS—Commonwealth Shoe & Leather Co., Armory St., Gardiner, Me.
FOOT-SO-PORT SHOES—Foot-So-Port Shoes—Div. Musebeck Shoe Co., Forest & Westover Sts., Oconomowoc, Wis. (M-W-B-G-I)
FOOT SPRITE—Crest Shoe Co., 3 Middle St., Lewiston, Me.
FOOT-TRAITS—W. L. Kreider's Sons Mfg. Co., Inc., Harrison St., Palmyra, Pa. (T-B-G-I)
FOOTWEAR FOR FUN—Kraus Originals, 629 Venice Blvd., Los Angeles, Calif. (W)
FORESTER—Currin-Greene Shoe Mfg. Co., Inc., 2715 Western Ave., Seattle, Wash. — Manufacturer - Wholesaler (M)
FOREST KING — Currin-Greene Shoe Mfg. Co., Inc., 2715 Western Ave., Seattle, Wash.—Manufacturer-Wholesaler (M)
FORMOPED—The Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill. (M-W)
FORMTRED—Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M-W-T-B-G-I)
FORTUNE—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-B)
FORTUNE-AIRA — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-B)
FORTUNE-ARCH — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-B)
FORTUNE-FLEX — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-B)
FORTUNET—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W-T)
FORUM, THE—International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
FOUNDATION LAST — United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)
400 LINE—The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)
FRANCESCO—Catalano & Sons, 9750 Klingerman St., South El Monte, Calif. (W)
FRANK BROTHERS — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
FRANK CARDONE, BY — Cardone & Baker, Inc., 214 Duffield St., Brooklyn, N. Y. (W-T)
FRANKS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
FREDERICK'S FREE FITTERS—Powell & Campbell, Inc., 122 Duane St., New York, N. Y.—Wholesaler (W)
FREEDOM-AIRES — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
FREE-FLEX — Freeman Shoe Corp., Beloit, Wis. (M)
FREE-FOAM — Freeman Shoe Corp., Beloit, Wis. (M)
FREEMAN—Freeman Shoe Corp., Beloit, Wis. (M)
FREEPORT—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-B)
FRENCH BOOTEE — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
FRENCH CUFF—Joyce, Inc. (Subsidiary of U. S. Shoe Corp.), 1658 Herald Ave., Cincinnati, O. (W)
FRENCHIES BY NATHAN — Brogan Ftwr., Inc., 765 S. San Pedro, Los Angeles, Calif.
FRENCH MODERNS—D. Myers & Sons, Inc., Sherwood & Curtain Aves., Baltimore, Md.—Wholesaler (W)
FRENCH SHRINER—French Shriner & Urner Mfg. Co., 443 Albany St., Boston, Mass. (M)
FRENCH SHRINER & URNER—French Shriner & Urner Mfg. Co. 443 Albany St., Boston, Mass. (M)
FRIAR—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M)
FRIEDMAN-SHELBY SERVICE — International Shoe Co., Friedman-Shelby Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
FRIENDLY — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-W-G)
FRIENDLY FITTERS — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
FRIENDLY FIVE—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
FRIENDLY GRIP—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
FRIENDLY TEEN—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (T)
FRIENDLY TO THE FEET—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
FRIJETTES — Hampton Corp., 1308 Fond du Lac Ave., Milwaukee, Wis. (W)
FRONIA ORIGINALS—Fronia Shoe Co., Inc., Mill St., Dover, N. H. (W-G)
FRONTIER BUCK—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
FRYE'S JET BOOTS—John A. Frye Shoe Co., Inc., 84 Chestnut St., Marlboro, Mass. (M-W-B-G)
FRYE'S RANCHER BOOTS—John A. Frye Shoe Co., Inc., 84 Chestnut St. Marlboro, Mass. (M-W-B-G)
FULL FOAM — Footwear Craft, Inc., 108 Wooster St., New York, N. Y. (W)
FUN SHUS—International Shoe Co., 1509 Washington Ave., St. Louis, Mo. —Manufacturer-Wholesaler (W-B-G)
FUNTRED—Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M-W-T-B-G-I)
FUTURETTE—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.

G

GALANTI—Culver Mfg. Co., Inc., & Ftwr. Corp., Erin, Tenn. (M-W)
GALOCHA MARINE — Torch Rubber Co., Inc., 1302 Inwood Ave., New York, N. Y. (M)
GALOCHE MARNE—Torch Rubber Co., Inc., 1302 Inwood Ave., New York, N. Y. (M)

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GAMBITS — Gambits Shoes, Inc., 95 Bridge St., Lowell, Mass. (W)
GAME SHOOTER—Belleville Shoe Mfg. Co., Main & Walnut Sts., Belleville, Ill. (M)
GAMESHU—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
GAME WARDEN — Huth-James Shoe, Inc., 1039 S. Second St., Milwaukee, Wis. (M)
GAMINS—Gamins, Inc., 152 Horton St., Wilkes-Barre, Pa. (W)
GANGWAY — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
GARDMORE—Gardiner Shoe Co., Inc., P. O. Box 642, Gardiner, Me. (M)
GAUCHOS — International Shoe Co., Winthrop Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
GAUNTLET—Edwin Clapp & Son, Inc., 50 Charles St., E. Weymouth, Mass. (M)

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GEE PEES
THE ALL BOYS ACTION SHOE

Gerberich GOLD COIN

GERBERICH-PAYNE SHOE CO.
MOUNT JOY PENNSYLVANIA

GAY DEBS—Lakeside Shoe Co., 1393 W. Ninth St., Cleveland, O.—Wholesaler (T)
GAY LORD—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
GAY TOES—Frank H. Pfeiffer Co. Inc., 79 Beacon St., Worcester, Mass. (W-T)
GAY-WINGS—Old Town Shoe Co., 179 Lincoln St., Boston, Mass. (M-W-T)
GEE PEES—Gerberich-Payne Shoe Co., West Main St., Mount Joy, Pa. (B)
GEMS—International Shoe Co., Friedman-Shelby Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (T)
GENDARME—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
GENERALSHU — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
GENE SCOETTE—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
GENIES—Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo.—Wholesaler (W)
GENT-L-ARCH—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
GENTLE TOUCH — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
GENUINE CHIPPEWA—Chippewa Shoe Co., 28-36 W. River St., Chippewa Falls, Wis. (M)
GEORGETOWN—Freeman Shoe Corp., Beloit, Wis. (M)
GEORGETOWN NATURAL CONTOUR—Freeman Shoe Corp., Beloit, Wis. (M)
GEORGIA BULLDOG — Georgia Shoe Mfg. Co., Inc., Flowery Branch, Ga. (M-B)
GEPPETTO'S—Dori Shoe Co., Inc., 266 Broad St., Lynn, Mass. (W)
GERBERICH — Gerberich-Payne Shoe Co., West Main St., Mount Joy, Pa. (B)
GERBERICH GOLD COIN—Gerberich-Payne Shoe Co., West Main St., Mount Joy, Pa. (B)
GERONIMO—Medwed Ftwr., Inc., Walnut St., Skowhegan, Me. (M-B)
GERWINETTES—Gerwin Shoe Co., 626 Broadway, Cincinnati, O.
GERTRUDE'S — Crawford Shoe Co., Route 45, Box 521, Mattoon, Ill. (I)
G FLATS BY GOLO—Golo Ftwr. Corp., 350 Fifth Ave., New York, N. Y. (W-T-G)
GIANT—Samuel Brilliant Co., 86 Lincoln St., Boston, Mass.—Wholesaler (M)
GIANT BO BO—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (B-G)
GIBRALTER—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
GIL-ASH—Indian Head Shoe Co., Inc., Commercial St., Manchester, N. H. (M-W-T-B-G)
GILT EDGE—H. O. Toor Shoe Corp., 350 Fifth Ave., New York, N. Y. (B-G)
GINO BELLINI—Hempstead Shoe Co., Inc., 269 Fulton Ave., Hempstead, L. I., N. Y.—Wholesaler
GIOVANI MARTELLI—Hill Bros. Co., 120 Central St., Hudson, Mass. (M)
GIOVANNI—Ramsey Shoe Corp., 347 Rider Ave., New York, N. Y. (M)
GIRL GRADUATE — Craddock - Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
GLACIER BOOTS — Topp's Lambskin Fashion, Inc., 312 N. Perry St., Johnstown, N. Y. — Manufacturer-Wholesaler (M-W)
GLAMOUR — Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (W)
GLAMOUR DEBS — Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (T)
GLEES-GLOVE EEZ—Frank H. Pfeiffer Co., Inc., 79 Beacon St., Worcester, Mass. (W-T)
GLEN CASTLE — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
GLENDALE—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W-T)
GLENN — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M)
GLOBE MASTER—Salem Shoe Mfg. Co., 24 Saunders St., Salem, Mass. (M)
GLOBETROTTERS—Torch Rubber Co., Inc., 1302 Inwood Ave., New York, N. Y. (M)
GLOVEAL—Juvenile Shoe Corporation of America, Carnation Drive, Aurora, Mo (M-W-T-B-G-I)
GLOVE-FIT—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (W)

G

Fine Children's and Growing Girls' Shoes Since 1934

Gerwinettes
The Gerwin Shoe Co., Cincinnati 2, Ohio
Main Factory at Seymour, Indiana

GLOVE FITTING INSTEP—Stover & Bean Co., 249 Dutton St., Lowell, Mass. (M-W-T-B-G-I)
GLOVE GRIP—M. N. Arnold Shoe Co., 541 Main St., South Weymouth, Mass. (M)
GLOVES FOR THE FEET—Fashion Art Ftwr., 825 W. Pico Blvd., Los Angeles, Calif. (W)
GLOVES FOR YOUR FEET — Kraus Originals, 639 Venice Blvd., Los Angeles, Calif. (W)
GLOV-ETT BY DODSON — Dodson Fisher Co., 255 E. Kellogg Blvd., St. Paul, Minn.
GODING BOOTS—Goding Boots, Inc., N. Main St., Paris, Ill. (M-W-B-G)
GOLD ARROW — Ambassador Shoe Corp., Mill St., Webster, Mass. (M)
GOLD COASTERS BY PRIMA—Prima Theatrical Footwear, Inc., 547 Wager St., Columbus, O. (W-T-G)
GOLD CROSS — United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)
GOLD CUP—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
GOLDEN ANGUS COWBOY BOOTS—Acme Boot Co., Inc., 1002 Stafford, Clarksville, Tenn. (M-B-G-I)
GOLDEN-CREST — Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer - Wholesaler (M-W-T-B-G-I)
GOLDEN LION—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
GOLDEN REC-CHORDS—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
GOLDEN SPIKE—Florsheim Shoe Co., 130 South Canal St., Chicago, Ill.
GOLD TROPHY—International Shoe Co., 1509 Washington Ave., St. Louis, Mo. — Manufacturer - Wholesaler (M)
GOLF EZ—Gotham Shoe Mfg. Co., Inc., 126 Park Ave., Binghamton, N. Y. (M-W)
GOLF-FLOATER—Bates Shoe Co., Park St., Webster, Mass. (M-W)
GOLLY WOGS—International Shoe Co., Peters Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (B-G)
GOLO—Golo Ftwr. Corp., 350 Fifth Ave., New York, N. Y. (W-T-G)
GOLO LITE'S BY GOLO—Golo Ftwr. Corp., 350 Fifth Ave., New York, N. Y. (W)
GONDOLIERS — Freeman Shoe Corp., Beloit, Wis. (M)
GOOD BOY—Maytown Shoe Mfg. Co., Inc., Queen & Elizabeth Sts., Maytown, Pa. (T-B)
GOODWILL—Genesco, Inc., 111 Seventh Ave., N. Nashville, Tenn. (M)
GOODYEAR BLACK DIAMOND—Goodyear Ftwr. Corp., 44 Warren St., Providence, R. I. (M-W-T-B-G-I)
GOODYEAR BLUE DIAMOND — Goodyear Ftwr. Corp., 44 Warren St., Providence, R. I. (M-W-T-B-G-I)
GOODYEAR FLEETFOOT — Goodyear Ftwr. Corp., 44 Warren St., Providence, R. I. (M-W-T-B-G-I)
GOODYEAR PLASTICS — Goodyear Ftwr. Corp., 44 Warren St., Providence, R. I. (M-W-T-B-G-I)
GOODYEAR WEARMASTER — Goodyear Ftwr. Corp., 44 Warren St., Providence, R. I. (M-W-T-B-G-I)
GORILLA—H. H. Brown Shoe Co., Inc., 45 Grand St., Worcester, Mass.
GORILLA BRUTALLY STRONG—H. H. Brown Shoe Co., Inc., 45 Grand St., Worcester, Mass.
GOSSAMERS BY DOROTHY DODD—International Shoe Co., Queen Quality Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
GOTHAM-MITES — Gotham Shoe Mfg. Co., Inc., 126 Park Ave., Binghamton, N. Y. (B-G)
GRACE WALKER—International Shoe Co., Friedman-Shelby Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
GRADE SKIPPER DEBS — Seaboard National Shoe Co., 22 S. Hanover St., Baltimore, Md. (M-W-T-B-G-I)
GRADE SKIPPERS — Seaboard National Shoe Co., 22 S. Hanover St., Baltimore, Md. (M-W-T-B-G-I)
GRAINADIER—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
GRAND SLAM—A. Jacobs & Sons Co., Inc., 162 Eastern Ave., Lynn, Mass. (M-B)
GRANITE ROCK—International Shoe Co., Sundial Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
GRANGER—Anwelt Corp., 157 Cleghorn St., Fitchburg, Mass. (M)

GRANVILLE — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
GRASSHOPPERS—Torch Rubber Co., Inc., 1302 Inwood Ave., New York, N. Y. (B-G)
GREAT NORTHERN — International Shoe Co., Great Northern Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
GREAT SCOTT—Dunham's, 135 Main St., Brattleboro, Vt. — Wholesaler (B-G-I)
GREEN CROSS—United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)
GREEN RIBBON LINE — Champion Shoe Mfg. Corp., 524 Broadway, New York, N. Y. (B-G)
GRID IRON—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
GRID KING—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
GRIFFIN SCUFFERS—S. Griffin Shoe Co., 1204 35th Ave., Oakland, Calif. (I)
GRIPS—Beacon Falls Rubber Ftwr. Div., United States Rubber Co., Beacon Falls, Conn.
GRO-ALONG—Tower Shoe Mfg. Corp., 241 Taaffe Pl., Brooklyn, N. Y. (B-G)
GROCO—C. A. Grosvenor Shoe Co., Inc., 70 Central St., Worcester, Mass. (M-W-T-B-G-I)
GRO-FLEX—Tyer Rubber Co., 10 Railroad St., Andover, Mass. (M-W-T-B-G-I)
GROSVENOR SLIPPERS—C. A. Grosvenor Shoe Co., Inc., 70 Central St., Worcester, Mass. (M-W-T-B-G-I)
GROUND GAINER GOLD STRIPE — Samuel Brilliant Co., 86 Lincoln St., Boston, Mass.—Wholesaler (B-G)
GROWING YEARS — Sherman Bros. Shoe Mfg. Corp., 230 Jackson St., Lowell, Mass. (G)
GROW-RIGHT — Gro-Rite Shoe Co., Inc., Mt. Gilead, N. C. (B-G)
GUARDSMAN—International Shoe Co., Sundial Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
GUIDE RITE—Camitta Shoe Co., 120 N. Fourth St., Philadelphia, Pa.—Wholesaler (B-G-I)
GUIDE STEP—Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (M-B)
GUILD—Dean-Morris Shoe Co., Inc., 17 Jackson St., Middleboro, Mass. (M)
GUILDHALL—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
GUILD HOUSE—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
GUILFAIR—Guild Moccasin Corp., 219 S. Central Ave., Los Angeles, Calif.
GUILMOX—Guild Moccasin Corp., 219 S. Central Ave., Los Angeles, Calif.
GULF PARK — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
GUNGA DIN BOOT—Weiss-Lawrence, Inc., Park St., Dover, N. H. (W-T)
GUSTINETTES—Gustinettes, Inc., 30-28 Starr Ave., Long Island City, N. Y. (W)
GUY'S — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)

H

HABITANT—Fellman, Ltd., 6 E. 46th St., New York, N. Y.—Importer
HACK CLUBFOOT—Hack Shoe Co., 28 W. Adams Ave., Detroit, Mich. — Wholesaler
HACK CONVALESCENT BOOT—Hack Shoe Co., 28 W. Adams Ave., Detroit, Mich.—Wholesaler
HACK TOE OUT—Hack Shoe Co., 28 W. Adams Ave., Detroit, Mich. — Wholesaler
HAIG — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M)
HAGER'S TRAVELONG — Hagerstown Shoe Co., 148 W. Franklin St., Hagerstown, Md.
HAGERSWORTH — Hagerstown Shoe Co., 148 W. Franklin St., Hagerstown, Md.
HALF-BREED — G. H. Bass & Co., Main St., Wilton, Me. (M-W-B-G)
HALF TIME—Joyce, Inc. (Subsidiary of U. S. Shoe Corp.), 1658 Herald Ave., Cincinnati, O. (W)
HALL MARKED—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M)
HAMPSHIRE—International Shoe Co., Hampshire Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)

GODMAN SHOE COMPANY

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• Tarsal Tred
• Hug-Tite
• Cushion Step
• Clara Barton
• Teen Traveler
• AIR-O-MAGIC
• Old Pals
• Play Chums

The Finest Brands of Women's, Men's & Children's Shoes . . . IN STOCK

COLUMBUS 16, OHIO

HANAN SHOES — International Shoe Co., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
HANDCRAFT ORIGINALS—Wolff Shoe Mfg. Co., 2511 Sullivan Ave., St. Louis, Mo. (W)
HAND FLEX—Trans World Shoe Corp., 47 W. 34th St., New York, N. Y.—Importer (M)
HANDI-SHU — Vincent Horwitz Co., Inc., 2121 Beale Ave., Altoona, Pa. (W)
HAND-MADE—Western Slipper Mfg. Co., 1870 S. Blue Island Ave., Chicago, Ill. (M-W)
HANNAHSONS — Hartman Shoe Mfg. Co., 35 Duncan St., Haverhill, Mass. (W)
HANOVER SHOE, THE — Hanover Shoe, Inc., 118 Carlisle St., Hanover, Pa. (M)
HAPPY DAYS—Charles Meis Shoe Co., 137 W. 4th St., Cincinnati, O. — Wholesaler (T-B-G-I)
HAPPY DEBS—M. Beckerman & Sons, Inc., 184 Fifth Ave., New York, N. Y. (W-G)
HAPPY CHILDREN—M. Beckerman & Sons, Inc., 184 Fifth Ave., New York, N. Y. (B-G-I)
HAPPY HIKER — International Shoe Co., Peters Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (T-G)
HAPPY KIDS—Gem Footwear, Inc., 14 Church St., Gloversville, N. Y.
HAPPY MATES — Krieger & Rosen Shoe Co., Inc., 346 Carroll St., Brooklyn, N. Y. (B-G)
HAPPY STEPPERS — Juvenile Shoe Corporation of America, Carnation Drive, Aurora, Mo. (B-G-I)
HARDY — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-T-B)
HARDY HEFTIES—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (T-B)
HARLEQUIN—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
HARMONY — Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)

HARMONY TREAD NOTEWORTHY FOOTWEAR—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
HARRIS MOCCASINS—Harris Moccasins, 59 King St., Westfield, Mass. (M-W-B-G)
HAUS OF KRAUSE SAFETY SHOES—Haus of Krause Safety Shoes, Rockford, Mich. (M)
HAWKEYE LACE BOOTS—Acme Boot Co., Inc., 1002 Stafford St., Clarksville, Tenn. (M-B)
HAYMAKER—Haymaker Shoe Corp., 47 W. 34th St., New York, N. Y. (W)
HEALDARCH—The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)
HEALTH — Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
HEALTH HIKERS — Ramsey Shoe Corp., 347 Rider Ave., New York, N. Y. (M-B-G)
HEALTH WALKS—B & B Shoe Co., 226 W. Schiller St., Chicago, Ill. (M-W)
HEAVENLY BY DESCO—Desco Shoe Corp., 209 W. 33rd St., New York, N. Y. (W)
HEAVEN ON EARTH — Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M-W-T-B-G-I)
HE BOY—Powell & Campbell, Inc., 122 Duane St., New York, N. Y.—Wholesaler (B)
HEEL GRIPPER—Altman Bros. Shoe Mfg. Co., 2037 Reading Rd., Cincinnati, O. (W)
HEEL HUGGERS—Dunn & McCarthy, Inc., Washington St., Auburn, N. Y. (W)
HEEL LATCH—International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
HEEL TO TOE—Footwear Craft, Inc., 108 Wooster St., New York, N. Y. (W)

Heel Huggers
THEY WALK SOFTLY AND GO FAR
$8.95 TO $10.95
FAR BEST SLIGHTLY HIGHER
AAAA to EEE
HEEL HUGGER SHOES, INC.
AUBURN, N. Y.

HELICOPTER — Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M-W-T-B-G-I)
HELTER SKELTER — International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (T-G)
HERCULES — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
HERITAGE—H & A Shoe Corp. & Ruth Shoe Co., Merrimac St., Newburyport, Mass.
HERITAGE—French Shriner & Urner Mfg. Co., 443 Albany St., Boston, Mass. (M)
HERKIES BY HERCULES—Hercules Shoe Mfg. Corp., 85 N. Third St., Brooklyn, N. Y. (B-G-I)
HEYDAYS—Heydays Shoes, Inc., 2032 Locust St., St. Louis, Mo. (W)

Heydays
the shoe with consumer acceptance
HEYDAYS SHOES, INC. / 2032 LOCUST
ST. LOUIS 3 / MISSOURI

HI AUTOMATIC — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
HIAWATHA — Arrowhead Mfg. Co., 5103 Ramsey St., Duluth, Minn. (W)
HI FI'S—Frank H. Pfeiffer Co. Inc., 79 Beacon St., Worcester, Mass. (W-T)
HIGHLANDERS — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn (W)
HIGHLITERS—Paris Shoe Co., Inc., 95 Bridge St., Lowell, Mass. (W-T)
HIGHLIGHTS BY LACONIANS — Laconians Shoes Corp., Laconia, N. H. (T)
HIGH-RISERS — Freeman Shoe Corp., Beloit, Wis.
HIGH-TIMERS—Joyce, Inc. (Subsidiary of U. S. Shoe Corp.), 1658 Herald Ave., Cincinnati, O. (W)
HIKER—Winchell Shoe Mfg. Co., 25 Washington Ave., Natick, Mass. (M)
HIKE-N-CAMP — Weinbrenner Corp., 2025 N. Summit Ave., Milwaukee, Wis. (M-B)
HILL AND DALE—Dixon-Bartlett Co., 2413 Eastern Ave., Baltimore, Md. (W)
HILLTOPPERS — Tober Saifer Shoe Mfg. Co., 1204 Washington Ave., St. Louis, Mo. — Manufacturer-Wholesaler (W)
HI LO—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
HI LOAFER—Belleville Shoe Mfg. Co., Main & Walnut Sts., Belleville, Ill. (M-B)
HI SIERRA—Belleville Shoe Mfg. Co., Main & Walnut Sts., Belleville, Ill. (M-B)
HI SLIDE—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
HIS MAJESTY — Esquire Slipper & Ftwr. Co., Inc., 97 Rantoul St., Beverly, Mass.
HI STRIDE—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
HITCHIKERS—Juvenile Shoe Corporation of America, Carnation Drive, Aurora, Mo. (T)
HIT PARADERS—El Rey of Hollywood, 239 S. Los Angeles St., Los Angeles, Calif. (W)
H/K SAFETY SHOE—Haus of Krause Safety Shoes, Rockford, Mich. (M)
HOBAMOCS—The Bay Trail Shoe Co., Front St., South Weymouth, Mass. (M)
HOBBIES — George E. Keith Co., 100 Perkins Ave., Brockton, Mass. (M)
HO-HUMS—Culver Mfg. Co., Inc., & Footwear Corp., Erin, Tenn. (B-G)
HOLD SHAPE—United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)
HOLIDAY—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W-T)
HOLLAND SHOES — Holland-Racine Shoes, Inc., 386 W. 15th St., Holland, Mich. (M)
HOLLY WELT — Burlington County Shoe Corp., 192 Water St., Mt. Holly, N. J. (B-I)
HOLLYWOOD RUNABOUTS — Dave Aronoff Shoes, 4560 W. Washington, Los Angeles, Calif. (W)
HOLLYWOOD RUNABOUTS—El Rey of Hollywood, 239 S. Los Angeles St., Los Angeles, Calif. (W)
HOLLYWOOD SKOOTERS — Vogue Shoe, Inc., 3660 S. Hill St., Los Angeles, Calif.
HOLLYWOOD STAR — Nu-Way Shoe Co., Inc., 142 Duane St., New York, N. Y.—Wholesaler (W)
HOLLYWOOD STEPPERS — Charles Meis Shoe Co., 137 W. 4th St., Cincinnati, O.—Wholesaler (W-T)
HOLLYWOOD WALKERS — Hollywood Walkers, 131 S. Los Angeles St., Los Angeles, Calif. (W)
HOME & ABROAD—H & A Shoe Corp. & Ruth Shoe Co., Merrimac St., Newburyport, Mass.
HOMETRED — Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M-W-T-B-G-I)
HONEST INJUN — International Shoe Co., Queen Quality Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
HONESTY — International Shoe Co., Friedman-Shelby Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
HONEYBUGS—B G S Shoe Corp., Manchester, N. H. (W-G)
HONEYPAKS—B G S Shoe Corp., Manchester, N. H. (W-G)
HONOR BRIGHT — International Shoe Co., Friedman-Shelby Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
HOOD FALL CASUALS—B. F. Goodrich Co., Ftwr. Products, Hood Ftwr. Products, 36 Nichols Ave., Watertown, Mass. (W-T)
HOOD STORMY WEATHER FOOTWEAR—B. F. Goodrich Co., Ftwr. Products, Hood Ftwr. Products, 36 Nichols Ave., Watertown, Mass. (M-W-T-B-G)
HOP SCOTCH—Weber Shoe Co., Inc., Tipton, Mo. (G)
HORCO—Vincent Horwitz Co., Inc., 2121 Beale Ave., Altoona, Pa. (W)
HORSEHIDE—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
HORSEHIDE SPECIAL — Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
HOT FOOT—Reece Wooden Sole Shoe Co., 13th St. & 41st Ave., Columbus, Neb. (M)
HOT RODS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (T)
HOUN DAWGS—International Shoe Co., Peters Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
HOWARD & FOSTER — Howard & Foster Co., Inc., 160 Pleasant St., Brockton, Mass. (M)

HOWARD & FOSTER
MEN'S FINER SHOES
THE Packard SHOE
ALWAYS IN GOOD STANDING
THE Thompson SHOE
ESTABLISHED 1880
DECIDEDLY THOMPSON
Howard & Foster Shoe Co., Brockton, Mass.

HUG-TITE—Godman Shoe Co., Columbus, O. (W)
HUMDINGER—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
HUMPTY-DUMPTY—Willits Shoe Co., Halifax, Pa. (B-G)
HUNKIDORI - CHIPPEWA — F. & F. Shoe Co., 20-22 E. Spring St., Chippewa Falls, Wis. (M-W-B)
HURDLER — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
HURD SHOE, THE—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M-W-B-G-I)
HURD STEP—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (B-G-I)

Sun-San
and
Sun-Glo
KIDDIE SANDALS
HOY SHOE COMPANY
ST. LOUIS 1, MO.

HURLEY — French Shriner & Urner Mfg. Co., 443 Albany St., Boston, Mass. (M)
HUSH PUPPIES — Wolverine Shoe & Tanning Corp., Rockford, Mich. (M-T-B)
HUSKIE—Hussco Shoe Co., Honesdale, Pa. (M-W-T)
HUSKIE PUPS — Hussco Shoe Co., Honesdale, Pa. (M-W-T)
HUSKIES—Hussco Shoe Co., Honesdale, Pa. (M-W-T)
HUSKY—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
HUSSCO—Hussco Shoe Co., Honesdale, Pa. (M-W-T)
HUTH-JAMES—Huth-James Shoe, Inc., 1039 S. Second St., Milwaukee, Wis. (M)
HYDE—Hyde Athletic Shoe Co., 432 Columbia St., Cambridge, Mass. (M-W)
HYDE PARK—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
HY-CLIMBER—International Shoe Co., Hy-Test Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
HYER COWBOY BOOTS—C. H. Hyer & Sons, Inc., 111 N. Chestnut St., Olathe, Kan. (M)
HYGEIS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
HY-SEAL—International Shoe Co., Hy-Test Div., 1509 Washington Ave., St. Louis, Mo. — Manufacturer-Wholesaler (M)
HY-TEST SAFETY SHOES — International Shoe Co., Hy-Test Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)

I

IDLERS—Holland-Racine Shoes, Inc., 386 W. 15th St., Holland, Mich. (M)
IDYLE TYMERS — French Shriner & Urner Mfg. Co., 443 Albany St., Boston, Mass. (M)
IL-FIORE—Rogers Bros. Shoes, Inc., 137 Kneeland St., Boston, Mass. — Wholesaler (W)
IMAGINATIONS — Consolidated National Shoe Corp., 288 A St., Boston, Mass. and Universal Shoe Corp., Sanford, Me. (W)
I. MILLER—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
I. MILLER BEAUTIFUL SHOES — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
I. MILLER TAILOR-TAN — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
IMPERIAL — International Shoe Co., Great Northern Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
IMPRESARIOS—Consolidated National Shoe Corp., 288 A St., Boston, Mass. and Webster Shoe Co., Webster, Mass. (W-T)
IMPS—Holland-Racine Shoes, Inc., 386 W. 15th St., Holland, Mich. (W)
IMPULSE—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-W-T-B-G)
INDIAN HEAD—Indian Head Shoe Co., Inc., Commercial St., Manchester, N. H. (M-W-T-B-G)
INDIAN MAID—Weiss-Lawrence, Inc., Park St., Dover, N. H. (W-T-G-I)
INDIO—The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)
INDOOR IDLERS—B G S Shoe Corp., Manchester, N. H. (W-G)
INDORABLES—Tober Saifer Shoe Mfg. Co., 1204 Washington Ave., St. Louis, Mo. — Manufacturer-Wholesaler (W)
INFOAMALS — Arnold Shoe Products Co. Inc., 160 Washington St., North Boston, Mass. (M-W-B-G)
INFORMALS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
INGENUE—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
INJUN ARCH TREDS — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
INNER CIRCLE—Joyce, Inc. (Subsidiary of U. S. Shoe Corp.), 1658 Herald Ave., Cincinnati, O. (W)
IN'N OUTER—International Shoe Co., Winthrop Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
INSBRUCK — Danvers Shoe Co., Inc., Manchester, N. H.
INSERT-O-FLEX—The Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill. (M-W)
INSPIRATIONS—D. Myers & Sons, Inc., Sherwood & Curtain Aves., Baltimore, Md.—Wholesaler (W)

INTERNAL ARCH—Stover & Bean Co., 249 Dutton St., Lowell, Mass. (M-W-T-B-G-I)
IRISH FLEXIBLE WALKERS—Richard Dyner, 47 W. 34th St., New York, N. Y.—Importer
IRISH SETTER—Red Wing Shoe Co., 129 Main St., Red Wing, Minn. (M-W)
IRISH WALKERS—Richard Dyner, 47 W. 34th St., New York, N. Y.—Importer
IROQUOIS—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M-B)
IROQUOIS — Topp's Lambskin Fashions, Inc., 312 N. Perry St., Johnstown, N. Y.—Manufacturer-Wholesaler (M)
ISLANDERS—Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (W)
ITALIA-A NEW LOOK—H. S. K. Ftwr. Corp., 146 Duane St., New York, N. Y. —Wholesaler (M-B)
ITALIANO—The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)
ITALICS—Valley Shoe Corp., 2868 S. 13th St., St. Louis, Mo. (W)
IVY—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
IVY TIES—The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)

J

JACK AND JILL—Adams Bros., Inc., Catamount St., Pittsfield, Mass.
JACK DANIELS — Modern Shoe Co., 1201 Washington Ave., St. Louis, Mo. —Wholesaler (M)
JACK LEWIS—California Ftwr., Co., 222 Main St., Venice, Calif. (W)
JACK WHITE—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M-B)
JACQUELINE—Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo. — Wholesaler (W)
JACQUELINE JR. — Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo. —Wholesaler (W)
JACQUES LEVINE—Middletown Ftwr., Inc., 29 Railroad Ave., Middletown, N. Y. (W)
JAGUAR — Dunham's, 135 Main St., Brattleboro, Vt.—Wholesaler (M-W-B-G)
JAMAICA—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
JAMBOREES — Riverside Shoe Corp., North St., Millersburg, Pa. (W)
J & M—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
JAR-LESS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-T-B)
JARMAN—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
JARMAN-AIRE DELUXE — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-T-B)
JARMAN FRIENDLY—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-T-B)
JAY BEE—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
JAY-WALKERS — Jay-Thomas Ftwr. Inc., 322 S. Third St., Milwaukee, Wis. (M-B)
JEANNIE WALKER—Modern Shoe Co., 1201 Washington Ave., St. Louis, Mo. —Wholesaler (G)
JEFFERSON — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
JESTER—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
JET ACE—S. Goldberg & Co. Inc., 20 East Broadway, Hackensack, N. J. (B-G)
JET BOOTS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
JET-MOC SPACEMEN — Well Built Shoe Co., In-Stock Div., Porter Shoe Co., Inc., 60 N. Bow St., Milford, Mass. (B)
JET PATROL—S. Goldberg & Co. Inc., 20 East Broadway, Hackensack, N. J. (B-G)
JETS—Mishawaka Rubber Co., Inc., 212 N. Hill St., Mishawaka, Ind. (M-W-T-B-G)
JETT-AIRES — Enna Jettick Shoes, Inc., Washington St., Auburn, N. Y. (W)
JEWELS—Rogers Bros. Shoes, Inc., 137 Kneeland St., Boston, Mass.—Wholesaler (W)
JINGLING JESTER—S. Goldberg & Co. Inc., 20 East Broadway, Hackensack, N. J. (B-G)
JOANETTE—Joanette Ftwr. Co., Inc., 47 W. 34th St., New York, N. Y.
JO-AN LEISURES — Jo-An Shoe Co., Inc., 629 E. 19th St., Paterson, N. J. (W)
JOBEASE—Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M-W-T-B-G-I)
JOCKEY BOOTS — House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)
JO-GAL—Jo-Gal Shoe Co., Inc., Canal St., Lawrence, Mass. (T-G-I)
JOHANSEN—Johansen Bros. Shoe Co., 3642 Laclede Ave., St. Louis, Mo.
JOHN ADAMS—Samuel Brilliant Co., 86 Lincoln St., Boston, Mass.—Wholesaler (M)
JOHN ADDISON FOOTWEAR — John Addison Footwear, Inc., 49 Cotting Ave., Marlboro, Mass. (M)
JOHN C. ROBERTS — International Shoe Co., Friedman-Shelby Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
JOHN C. ROBERTS OUTDOORSMAN —International Shoe Co., Friedman-Shelby Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
JOHN E. LUCEY—John E. Lucey Co., Inc., 31 Perkins St., Bridgewater, Mass. (M)
JOHN HARDY—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-T-B)
JOHN MARINO — Rao-Koury Shoes, Inc., 40-24 22nd St., Long Island City, N. Y. (W)
JOHN MILLION — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
JOHNNIE ADDISON GOLF SHOES — John Addison Footwear, Inc., 49 Cotting Ave., Marlboro, Mass. (M)

Johnnie Walker
SHOES FOR MEN
Jack Daniels SHOES Real Wear
MODERN SHOE CO.
12th & Washington Ave., St. Louis, Mo.

JOHNNIE WALKER—Modern Shoe Co., 1201 Washington Ave., St. Louis, Mo. —Wholesaler (M)
JOHNNIE WALKER, JR. — Modern Shoe Co., 1201 Washington Ave., St. Louis, Mo.—Wholesaler (M)
JOHN SCOTT—Laconians Shoes Corp., Laconia, N. H. (M-B)
JOHNSONETTE — Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (W-G)
JOHNSONIAN GUIDE STEP—Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (M)
JOHNSONIAN JR. GUIDE STEP—Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (B)
JOHN STACY—Laconians Shoes Corp., Laconia, N. H. (M)
JOHNSTON & MURPHY—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
JOLÉNE—Tober Saifer Shoe Mfg. Co., 1204 Washington Ave., St. Louis, Mo. —Manufacturer-Wholesaler (W)
JOLLY TARS—Sufix Shoe Mfg. Co., 541 Shawmut Ave., Boston, Mass. (B-G)
JOPPERS—Freeman Shoe Corp., Beloit, Wis. (M)
JOSEF DU VAL—Kalmon Shoe Mfg. Co., 4164 Chippewa St., St. Louis, Mo. (W)
JOYCE—Joyce, Inc. (Subsidiary of U. S. Shoe Corp.), 1658 Herald Ave., Cincinnati, O. (W)
JOY RIDERS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
JOY TEENS—South Berwick Shoe Co., Inc., South Berwick, Me. (W-T)
JOY WALKERS—Enterprise Shoe Co., 2739 N. 10th St., Milwaukee, Wis. (W)
JUBILEE—Charing Cross Shoes Ltd., 131 Duane St., New York, N. Y.—Wholesaler (W)
JUDY N' JERRY—Sherman Bros. Shoe Mfg. Corp., 230 Jackson St., Lowell, Mass. (G)

Joléne
HOLLYWOOD INSPIRED SHOES
TOBER-SAIFER SHOE MFG. CO.
1204 WASHINGTON AVE.
ST. LOUIS 3, MO.

JULIANELLI—Zuckerman & Fox, Inc., 65 Bleecker St., New York, N. Y.
JULIET FOOTWEAR — Bermuda Casuals—Juliet Ftwr., 196 Gould Ave., Paterson, N. J. (M-B)
JUMBO — Joyce, Inc. (Subsidiary of U. S. Shoe Corp.), 1658 Herald Ave., Cincinnati, O. (W)
JUMBO WORKERS—H. E. Davis Shoe Co., Freeport, Me. (M)
JUMPING-JACKS — Vaisey - Bristol Shoe Co., Inc., 100 Fifth St., Monett, Mo. (T-B-G-I)
JUMPING JIMMINYS—Sandler of Boston, B & 3rd Ave., Needham Hts., Mass. (W-T-G)
JUNIOR ARCH PRESERVER—United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)
JUNIOR ARCH PRESERVERS—Medic Shoe Mfrs., Inc., 1212 Wood St., Philadelphia, Pa. (B-G)
JUNIOR COMPANION—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (B-G-I)
JUNIOR GRADS — Consolidated National Shoe Corp., 288 A St., Boston, Mass. and American Juniors Shoe Co., Inc., Lawrence, Mass. (B)
JR. SELBY ARCH PRESERVER SHOES — United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)
JUNIOR SQUIRE—Maytown Shoe Mfg. Co., Inc., Maytown, Pa.
JUS-TEEN — Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo.—Wholesaler (T)
JUSTIN—Justin Boot Co., Hemphill & Daggett St., Fort Worth, Tex. (M-W-T-B-G)
JUST LIKE DAD'S — Belleville Shoe Mfg. Co., Main & Walnut Sts., Belleville, Ill. (B)
JUVO-O-PEDICS — Seaboard National Shoe Co., 22 S. Hanover St., Baltimore, Md. (M-W-T-B-G-I)
J. W. ROGERS JUNIORS — Rogers Bros. Shoes, Inc., 137 Kneeland St., Boston, Mass.—Wholesaler (B-G)

K

KACTUS PETE — A. J. Beford Shoe, Inc., Kline St., Lititz, Pa. (B-G)
KALI-PED-IKS—The Gilbert Shoe Co., 228 Elm St., Thiensville, Wis. (B-G)
KALI-STEN-IKS — The Gilbert Shoe Co., 228 Elm St., Thiensville, Wis. (B-G)
KALI-STEN-IKS MADAM-ETTES — The Gilbert Shoe Co., 228 Elm St., Thiensville, Wis. (W)
KALI-STEN-IKS PRE-PAIRS — The Gilbert Shoe Co., 228 Elm St., Thiensville, Wis. (I)
KAMIK BOOTEES — Shields Slipper Corp., Main St., Bombay, N. Y. (W-T)

2 FINE BRANDS
Kali-sten-iks
Kali-ped-iks
CHILDREN'S SHOES
THE GILBERT SHOE CO.
THIENSVILLE, WISCONSIN

KAMPER—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M-W-B-G-I)
KAMPTRAMP — Adams Bros., Inc., Catamount St., Pittsfield, Mass.
KAPERS—Kapers Ftwr., Inc., 2516 Atlantic Ave., Brooklyn, N. Y. (M-W)
KAY KING—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
KEITH HIGHLANDERS — George E. Keith Co., 100 Perkins Ave., Brockton, Mass. (M)
KEMI KLAD PIGSKINS — Haus of Krause Safety Shoes, Rockford, Mich. (M)
KENDON — Florsheim Shoe Co., 130 South Canal St., Chicago, Ill.
KENDUSKEAG—Moccasin Co., Inc., 62 Oak St., Bangor, Me. (M-W-B)
KESS-KRAFT—Kessler Shoe Mfg. Co., Inc., Westminster, Md. (B-G-I)
KEWPIE TWINS—Juvenile Shoe Corporation of America, Carnation Drive, Aurora, Mo. (B-G-I)
KEY MODERNS—Freeman Shoe Corp., Beloit, Wis. (M)
KICKERINOS — Hampton Corp., 1308 Fond du Lac Ave., Milwaukee, Wis. (W)
KIDDIE KUBS—Kiddie Kub Shoe Co., Westminster, Md. (B-G-I)
KIDDIES BY HURD—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (B-G-I)
KIDDIE SCOTT—Kepner Scott Shoe Co., Orwigsburg, Pa.
KIDDIE WALKS—Kiddie Walk Shoe Co., Maytown, Pa.
KIDDI-KUSHION—Ephrata Shoe Co., 18 N. State St., Ephrata, Pa. (T-G-I)
KIDDY — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (G-I)
KIDDY KUB — Pleasant Valley Shoe Co., Westminster, Md. (B-G-I)
KID LINE—Western Slipper Mfg. Co., 1870 S. Blue Island Ave., Chicago, Ill. (M-W)
KILTY KASUALS—Alco Ranch Washable Ftwr. Co., 324 S. Chadbourne St., San Angelo, Tex. (W)
KIMEL CALIFORNIA—Kimel Shoe Co., 799 Towne Ave., Los Angeles, Calif.
KINDERGARTEN—A. Werman & Sons, Inc., 282 Belmont Ave., Brooklyn, N. Y. (I)
KINDER-KRAFT—Heritage Shoe Co., 60 North Ave., Natick, Mass.
KINETIC—C. H. Alden Shoe Co. & Old Colony Shoe Co., 84 East Railroad Ave., Brockton, Mass. (M)
KING ARTHUR — Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (M)
KING CALF — Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M)
KING CALF—Regal Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M)
KING KONG—H. H. Brown Shoe Co., Inc., 45 Grand St., Worcester, Mass.
KING PIN—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M-W)
KINGSTON—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
KINGSWAY — International Shoe Co., Friedman-Shelby Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
KIOWAS — International Shoe Co., Peters Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
KISMET—Willberg Ftwr., 1300 E. First St., Los Angeles, Calif. (W)
KIT-A-PED—Godman Shoe Co., Columbus, O. (W)
KITTENETTES—Brauer Bros. Shoe Co., 22 S. Sarah St., St. Louis, Mo. (W)
KITZBUHEL—The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)

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NEW YORK PARIS
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by Kalmon
KALMON SHOE MFG. CO.
4164 Chippewa St. St. Louis, Missouri

KI-YAKS—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
KLEETS—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-W)
KLICKETTES — Tobin Hamilton Co. Inc., 1221 Locust St., St. Louis, Mo. (B-G-I)
KLINGS—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
KLINGTITE — Sperry Top-Sider, Box 338 G, Naugatuck, Conn. (M-W-B-G)
KLIPS BY CAMBRIDGE — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M)
KLOMP, THE—International Shoe Co., Winthrop Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
KNAPP AEROTRED SHOES — Knapp Bros. Shoe Mfg. Corp., 173 Spark St., Brockton, Mass. (M-W)
KNAPP BUNION-EZE SHOES—Knapp Bros. Shoe Mfg. Corp., 173 Spark St., Brockton, Mass. (W)
KNAPP FREE-WAY SHOES — Knapp Bros. Mfg. Corp., 173 Spark St., Brockton, Mass. (M-W)
KNAPP MASTERCRAFT SHOES — Knapp Bros. Shoe Mfg. Corp., 173 Spark St., Brockton, Mass. (M)
KNAPP SAF-TEST SHOES — Knapp Bros. Shoe Mfg. Corp., 173 Spark St., Brockton, Mass. (M)
KNOB HILL—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
KNOCK-A-BOOTS — Bates Shoe Co., Park St., Webster, Mass. (M)
KOOLIES—George E. Keith Co., 100 Perkins Ave., Brockton, Mass. (M)
KOOL SLAX—House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)
KOOLWAY — International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
KORK - EASE — Kork - Ease, Inc., 81 Court St., Brooklyn, N. Y. (M-W-B-G)
KOROSEAL STORMY WEATHER FOOTWEAR—B. F. Goodrich Co., Ftwr. Products, Hood Ftwr. Products, 36 Nichols Ave., Watertown, Mass. (M-W-T-B-G)
KORVETTES — Hampton Corp., 1308 Fond du Lac Ave., Milwaukee, Wis. (W)
KOZY KLOG — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
KOZY KOMFORT — Huth-James Shoe, Inc., 1039 S. Second St., Milwaukee, Wis. (M)
KRAMP-NOT—Lakeside Shoe Co., 1393 W. Ninth St., Cleveland, O.—Wholesaler (M-B-G)
KREIDER SHOE, THE —A. S. Kreider & Son Co., 315 N. Chestnut St., Palmyra, Pa. (M-B)
KREIDERS KICKERS—A. S. Kreider & Son Co., 315 N. Chestnut St., Palmyra, Pa. (M-B)
KREIDERS SWEETHEARTS — A. S. Kreider & Son Co., 315 N. Chestnut St., Palmyra, Pa.—(B-G)
KRIB-KICKS — Heritage Shoe Co., 60 North Ave., Natick, Mass.
KRIB-KRAFT—Heritage Shoe Co., 60 North Ave., Natick, Mass.
KRISTINE BALLET QUEEN—Kristine Shoe Co., Inc., 29 Elm St., Salisbury, Mass. (W-T-G)
KUMFOOT—Capitol Heel Lining Co. & Moccasins, Ltd., 725 Branch Ave., Providence, R. I. (W-B-G)
KUSH-N-ARCH CASUALS — Foot - So-Port Shoe—Div. Musebeck Shoe Co., Forest & Westover Sts., Oconomowoc, Wis. (M-W)
KUSHION KINGS—Leverenz Shoe Co., 828 Alabama Ave., Sheboygan, Wis.

L

LA BELLA—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-B-G)
LACE-A-MOC—S. Goldberg & Co. Inc., 20 East Broadway, Hackensack, N. J. (W)
LACONIANS—Paris Shoe Co., Inc., 95 Bridge St., Lowell, Mass. (W-T-G-I)
LACONIANS — Laconians Shoes Corp., Laconia, N. H. (B-G-I)
LACONIANS FOR DEBS — Laconians Shoes Corp., Laconia, N. H. (T)
LACRO-LITE—LaCrosse Rubber Mills Co., LaCrosse, Wis. (W-B-G)
LAD AND LASSIE — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
LADY BEAUTIFUL—Carl Spector Co., 179 Lincoln St., Boston, Mass. — Wholesaler

LACROSSE
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RUBBER and CANVAS
Footwear

LADY BESS—International Shoe Co., Sundial Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
LADY CARLISLE—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
LADY ILES OF MAYFAIR — Lassie Ftwr., Inc., 47 W. 34th St., New York, N. Y. — Wholesaler-Importer (W)
LADY IN WHITE—Sandler of Boston, B & 3rd Ave., Needham Hts., Mass. (W)
LADY LIKE — Elliot & Evans, Inc., 3991 S. W. 12th Terrace, Fort Lauderdale, Fla. (G)
LADY NETTLETON—A. E. Nettleton Co., 313 E. Willow St., Syracuse, N. Y. (W)
LA GIRONA—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
LAGO — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
LAIRD SCHOBER—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
LAIRD SCHOBER—Carlisle Shoe Co., Bedford & Elm Sts., Carlisle, Pa. (W)
LA JOLINDA—Dentex Shoe Corp., 420 W. Garnett St., Gainesville, Tex. (W-G)
LAKE CHURCH—Lake Church Leather Products, Inc., Belgium, Wis.
LAKELINE—Leverenz Shoe Co., 828 Alabama Ave., Sheboygan, Wis.
LAKE PLACID BOOT — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
LAMA SHU—Tony Lama Co., Inc., 209-219 S. Oregon, El Paso, Tex.—Manufacturer-Wholesaler (M-W-B-G)
LAMETTES—Tony Lama Co., Inc., 209-219 S. Oregon, El Paso, Tex.—Manufacturer-Wholesaler (M-W-B-G)
LAMONT—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
LAPEL—The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)
LARK — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
LARKS—Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo.—Wholesaler (W)
LA SCALA—Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo.—Wholesaler (B-G)
LASCO—International Seaway Trading Corp., 1387 W. Ninth St., Cleveland, O.—Importer
LAS-TIE—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
LA STRADA BY MOXEES—Belgrade Shoe Co., Old Hotel Rd., Auburn, Me. (W)
LA VERDI—Middletown Ftwr., Inc., 39 Railroad Ave., Middletown, N. Y. (W)
LAWSON RICHARD—Hill Bros. Co., 120 Central St., Hudson, Mass. (M)
LAZY-BONES—Juvenile Shoe Corporation of America, Carnation Drive, Aurora, Mo. (B-G-I)
LAZY BUKS—International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Ave., St. Louis, Mo. — Manufacturer-Wholesaler (M)
LAZY JOE — International Shoe Co., Peters Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
LAZY LACER—A. E. Nettleton Co., 313 E. Willow St., Syracuse, N. Y. (M)
LAZY LAD—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (B)
LEADA—Leada Baby Shoe, Inc., Putnam St., Danvers, Mass.

SHOE MANUFACTURERS

LEADER — Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)

LEATHERNECK BOOTS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (T-B)

LEE-STEFF'S — Rand Products Co., Inc., 219 Sackman St., Brooklyn, N. Y. (W)

LEGIONNAIRE — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (T-B)

LEILANI—Dave Aronoff Shoes, 4560 W. Washington, Los Angeles, Calif. (W-C)

LEISUALS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)

LEISURE LOUNGERS — Middletown Ftwr., Inc., 29 Railroad Ave., Middletown, N. Y. (W)

LEISURE MATES — Printz Leather, Inc., 1045 Frankford Ave., Philadelphia, Pa. (M-W-T-B-G)

LEISURE STRIDE—Casten Shoe Co., 170 Washington St., Haverhill, Mass. (W)

LE'LAINE—Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo.—Wholesaler (W)

LEO—Advance Theatrical Co., 32 W. Randolph St., Chicago, Ill.—Wholesaler (M-W-B-G)

LEONARDI—Powell & Campbell, Inc., 122 Duane St., New York, N. Y.—Wholesaler (W)

LEO'S—Advance Theatrical Co., 32 W. Randolph St., Chicago, Ill.—Wholesaler (M-W-B-G)

LEPRECONS — Omega Shoe Co., 8129 Delmar Blvd., St. Louis, Mo. (W)

LEREDE—Trans World Shoe Corp., 47 W. 34th St., New York, N. Y.—Importer (W)

LESTER PINCUS ORIGINALS—Lester Pincus Shoe Corp., 131 Duane St., New York, N. Y.—Wholesaler (W-G)

LETTERMAN—Huth-James Shoe, Inc., 1039 S. Second St., Milwaukee, Wis. (M)

LEZURE-EZE BY MONDL — Mondl Mfg. Co., Inc., 115-123 Otter Ave., Oshkosh, Wis. (M)

LIBERATOR—A. J. Beford Shoe, Inc., Kline St., Lititz, Pa. (B-G)

LIBERTY ARCH—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.

LIDOS—George E. Keith Co., 100 Perkins Ave., Brockton, Mass. (M)

LIFE GUARDS—Diane Ftwr., Inc., 476 Blackman St., Wilkes-Barre, Pa. (W)

LIFELINE — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.

LIFE STRIDE—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (W)

LIFE STRIDE & DESIGN—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (W)

LIGHT STEP—Genesco, Inc., 111 Seventh Ave., N. Nashville, Tenn. (M)

LIGHT TREAD — International Shoe Co., 1509 Washington Ave., St. Louis, Mo. — Manufacturer-Wholesaler (M-W-B-G)

LIGHT TOUCH—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.

LIL GEMS—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (B-G)

LILLY'S ZIPPERED PRE-WALKERS —The Lilly Shoe Co., Inc., 257 Main St., South Berwick, Me. (I)

LIL TOTS—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (B-G)

LIL TYKES—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (B-G)

LINDA JO—Given Bros., Inc., 225 S. Mesa, El Paso, Tex.—Wholesaler (W)

LION—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.

LION DESIGN — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.

LIRA — International Shoe Co., Winthrop Div., 1509 Washington Ave., St. Louis, Mo. — Manufacturer - Wholesaler (M)

LISSAK SHOEMAKERS—Lissak & Co., 100 Sawyer St., New Bedford, Mass. (W)

LITEFOOT BY COAST BALLET—Coast Ballet Mfg. Co., 5104 Santa Monica Blvd., Hollywood, Calif. (W)

LITE FOOT—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)

LITE KNIGHT PIGSKINS — Haus of Krause Safety Shoes, Rockford, Mich. (M)

LITTLE BUCKEROO — Bay Bee Shoe Co., Inc., Dresden, Tenn. (B-G)

LITTLE BUTTERCUP—John J. Yachett Shoe Mfg. Co., 400 South Ave., Rochester, N. Y. (I)

LITTLE CADET—Accurate Shoe Corp., 89 Bogart St., Brooklyn, N. Y. (B-I)

LITTLE CAPERS—Forsythe Shoe Co., Main St., Sagamore, Mass.

LITTLE CHIEF — BABY'S FRIEND—Little Chief Ftwr., Inc., 486 Livonia Ave., Brooklyn, N. Y. (I)

LITTLE DANDYS — Chesapeake Shoe Mfg. Co., 603 Dundalk Ave., Baltimore, Md.

LITTLE DOROTHY — International Shoe Co., Queen Quality Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)

LITTLE DUDES — Seaboard National Shoe Co., 22 S. Hanover St., Baltimore, Md. (M-W-T-B-G-I)

LITTLE FALLS—Little Falls Felt Shoe Co., Little Falls, N. Y. (M-W-B-G-I)

LITTLE INJUNS — Burlington County Shoe Corp., 192 Water St., Mt. Holly, N. J. (B-G-I)

LITTLE MISS OOMPHIES—Oomphies, Inc., 350 Fifth Ave., New York, N. Y. (G)

LITTLE MONARCH—Monarch-Youngsters Shoes, Inc., 18 S. Throop Street, Chicago, Ill. (G-I)

LITTLE PIERRE'S — Chambord Shoe Co., Inc., 350 Fifth Ave., New York, N. Y.—Wholesaler-Importer (B-G-I)

LITTLE PRINCESS — M. J. Nazzaro, Inc., 912 E. Seventh St., Los Angeles, Calif. (G)

LITTLE QUEEN — International Shoe Co., Queen Quality Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)

LITTLE RHODY—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)

LITTLE SQUIRE—Maytown Shoe Mfg. Co., Inc., Queen & Elizabeth Sts., Maytown, Pa. (T-B)

LITTLE STEPPERS — Norwich Shoe Co., Inc., Norwich, N. Y. (I)

LITTLE SWEETHEARTS—Sufix Shoe Mfg. Co., 541 Shawmut Ave., Boston, Mass. (I)

LITTLE VOTER—B & B Shoe Co., 226 W. Schiller St., Chicago, Ill. (I)

LITTLE YANKEE—Yankee Shoemakers, Div. Sam Smith Shoe Corp., Main St., Newmarket, N. H.

LITTLE YANKEE THOMAS HEELS—Yankee Shoemakers, Div. Sam Smith Shoe Corp., Main St., Newmarket, N. H.

LIVE WIRE—K-P Shoe Co., Inc., 233 W. Cook St., Portage, Wis. (I)

LIVELY STEPPERS — Gotham Shoe Mfg. Co., Inc., 126 Park Ave., Binghamton, N. Y. (W-B-G)

LIVING LEATHER—Endicott Johnson Corp., Endicott, N. Y. (M-W-T-B-G)

LIZAGATOR—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)

LOAFER—A. E. Nettleton Co., 313 E. Willow St., Syracuse, N. Y. (M)

LOAFEZE—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)

LOCKED ARCH SHOES—The Walker T. Dickerson Co., 326 S. Front St., Columbus, O. (W)

LOCUST POST — Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (M)

LOGROLLER—Sandler of Boston, B & 3rd Ave., Needham Hts., Mass. (W)

LO LINE—Plymouth Shoe Co., 191 Center St., Middleboro, Mass. (M)

LOLLERS—Frank H. Pfeiffer Co., Inc., 79 Beacon St., Worcester, Mass. (W-T)

LOMAS BY TRED LITE — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M)

LONDONAIRES—Sandler of Boston, B & 3rd Ave., Needham Hts., Mass. (W)

LONDON SPRING ARCH — Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (M)

LONDON SQUARES—Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (M)

LONDON WELT—Pleasant Valley Shoe Co., Westminster, Md. (M-B)

LONDON WELTS—Kiddie Kub Shoe Co., Westminster, Md. (B-G)

LONE SCOUT—H. S. K. Ftwr. Corp., 146 Duane St., New York, N. Y.—Wholesaler (M-B)

LONE STAR—Ranger Boot & Shoe Mfg. Co., Inc., Killeen, Box 995, Tex. (M-W-B-G)

LORD CHURCHILL — Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo. —Wholesaler (M)

LORD LEE—Frank Noone Shoe Co., Inc., Plain St., Rockland, Mass. (M)

LORD SUSSEX—Genesco, Inc., 111 Seventh Ave., N. Nashville, Tenn. (M-T-B)

LO-TIES BY CHAS. LAWRENCE—H. S. K. Ftwr. Corp., 146 Duane St., New York, N. Y.—Wholesaler (M-B)

LOTOP—Florsheim Shoe Co., 130 South Canal St., Chicago, Ill.

LOUNGEABOUTS — Samuel Brilliant Co., 86 Lincoln St., Boston, Mass.—Wholesaler (M)

LOUNGE ABOUTS — House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)

LOUNGERETTE—Swan Shoe Co., Inc., 3001 E. Madison St., Baltimore, Md. (W)

LOVAMP—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M)

LOWLANDERS—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (W)

LOW NOTES—Sandler of Boston, B & 3rd Ave., Needham Hts., Mass. (W-T-G)

LOW STEPPERS—Stephen Putney Shoe Co., Box 38, Richmond, Va.—Wholesaler (T)

LOW TRIM — Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M)

LUCCHI DE LANO — Mosinger-Cohn, Inc., 1235 Washington Ave., St. Louis, Mo.—Wholesaler (W)

LUCERNE—Viner Bros., Inc., 304 Hancock St., Bangor, Me. (W)

LUCKIES—Ed White Junior Shoe Co., Paragould, Ark. (W-B-G)

LUCKY BOY—Powell & Campbell, Inc., 122 Duane St., New York, N. Y.—Wholesaler (B)

LUCKY GIRL—Carl Spector Co., 179 Lincoln St., Boston, Mass.—Wholesaler

LUCKY MOCS—Alco Ranch Washable Ftwr. Co., 324 S. Chadbourne St., San Angelo, Tex. (W-T-G-I)

LUCKY OLD PALS—Five Star Ftwr., 43-01 22nd St., Long Island City, N. Y. (B-G-I)

LUCKY PENNEY—Medwed Ftwr., Inc., Walnut St., Skowhegan, Me. (W-G)

LUCKY STAR—Godman Shoe Co., Columbus, O. (B-G)

LUCKY STAR—Five Star Ftwr., 43-01 22nd St., Long Island City, N. Y. (B-G-I)

LULLABIES — Johnson, Stephens & Shinkle Shoe Co., 4242 Laclede Ave., St. Louis, Mo. (W)

LULLABY—Conaway Winter, Inc., Willow Springs, Mo. (I)

LUMBERJACK — United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)

LUTHER—Kepner Scott Shoe Co., Orwigsburg, Pa.

LUXURIOUS — Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo.—Wholesaler (W)

LUXURY LINERS—Joyce, Inc. (Subsidiary of U. S. Shoe Corp.), 1658 Herald Ave., Cincinnati, O. (W)

LYCO—Lyons & Co., 120 Duane St., New York, N. Y.—Wholesaler (M-W-T-B-G-I)

LYNX—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)

M

MAC GREGOR—MacGregor Sport Products, Inc., 4861 Spring Grove Ave., Cincinnati, O. (M-B)

MACKEY - STARR — Ben Goldsmith Sons, Inc., 63 Tiffany Place, Brooklyn, N. Y. (W)

MAC MOC — McQuinn Moccasin Co., Franklin County, Moira, N. Y. (M-W-T-B-G-I)

MADE BY HOLLYWOOD—Hollywood Products, Inc., 288 N. High St., Columbus, O. — Manufacturer-Wholesaler (M-W-T-B-G)

MADEMOISELLE — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)

MADEMOISELLE — Carlisle Shoe Co., Bedford & Elm Sts., Carlisle, Pa. (W)

MAGICARPET — Anwelt Corp., 157 Cleghorn St., Fitchburg, Mass. (M)

MAGICUSHION — Anwelt Corp., 157 Cleghorn St., Fitchburg, Mass. (M)

MAGIC-EASE—Fashion-Bilt Shoe Co., 523 W. Cleary St., Pontiac, Ill. (W)

MAGIC-RIM—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-W-T)

MAGIC SHANK — Wolsam, Ltd., 524 Broadway, New York, N. Y. (W)

MAGIC STRIDE—Paris Shoe Co., Inc., 95 Bridge St., Lowell, Mass. (B-G-I)

MAGIC STRIDE — Laconians Shoes Corp., Laconia, N. H. (B-G-I)

MAGIC-TOUCH—Fashion-Bilt Shoe Co., 523 W. Cleary St., Pontiac, Ill. (W)

MAGNO ARCH—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)

MAGNUS — J. B. Athletic Shoe Co., Elizabethtown, Pa. (M-W-T-B-G)

MAINE AIRES — Northeast Shoe Co., 179 Lincoln St., Boston, Mass. (M-W-T-B-G)

MAIN SPRING ARCH — George E. Keith Co., 100 Perkins Ave., Brockton, Mass. (M-W)
MAINSTREETERS — Mainstreeters Shoe Co., 179 Lincoln St., Boston, Mass. (M-W-T-B-G)
MAJESTIC — H. E. Davis Shoe Co., Freeport, Me. (M)
MALIBU PLAYTIMERS — El Rey of Hollywood, 239 S. Los Angeles St., Los Angeles, Calif. (W)
MANCHAUGS—Bates Shoe Co., Park St., Webster, Mass. (M)
MANDARINS—Somersworth Mfg. Co., Inc., Somersworth, N. H. (W)
MANHATTAN—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
MANHATTAN—Carl Spector Co., 179 Lincoln St., Boston, Mass.—Wholesaler
MANNEQUINS—Kleven Shoe Sales Co., Inc., 133 Main St., Spencer, Mass. (W)
MANSFIELD—Commonwealth Shoe & Leather Co., Armory St., Gardiner, Me.
MARATHORN—H. E. Davis Shoe Co., Freeport, Me. (M)
MARATINO DI SPOLETO — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-W)
MARCA SCALA — Fratelli Martini-Rossi, Inc., 47 W. 34th St., New York, N. Y.—Importer (M)
MARCHERS — Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (W)
MARDI GRAS—Pan American Modes, Inc., 5300 N. W. 37th Ave., Miami, Fla. (W)
MARELLI—Trans World Shoe Corp., 47 W. 34th St., New York, N. Y.—Importer (M)
MAR-GAR—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
MARGARET - JERROLD — D'Antonio Shoe Corp., 826 Broadway, New York, N. Y. (W)
MARKELL'S CORRECTIVE SHOES — Maurice J. Markell Shoe Co., Inc., 332 South Broadway, Yonkers, N. Y.—Wholesaler (B-G-I)
MARQUISE — Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo. — Wholesaler (W)
MARTIN & MARTIN FLEXIBLES—H. S. K. Ftwr., Corp., 146 Duane St., New York, N. Y.—Wholesaler (M-B)
MARTINQUE—Martinque Shoes, 5428 Wyalusing Ave., Philadelphia, Pa. (W)
MARVA—International Shoe Co., Delmar Shoe Co., 1590 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
MASSAGIC AIR CUSHION SHOES — Weyenberg Shoe Mfg. Co., 234 E. Reservoir Ave., Milwaukee, Wis. (M)

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MASTERBILT — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
MASTER CRAFTED — Lester Pincus Shoe Corp., 131 Duane St., New York, N. Y.—Wholesaler (W-G)
MASTER FITTER — Freeman Shoe Corp., Beloit, Wis. (M)
MATACOM — Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
MATRIPEDIC—Edwin Clapp & Son, Inc., 50 Charles St., E. Weymouth, Mass. (M)
MATRIX—Edwin Clapp & Son, Inc., 50 Charles St., E. Weymouth, Mass. (M)
MATRIX—Johnson, Stephens & Shinkle Shoe Co., 4242 Laclede Ave., St. Louis, Mo. (W)
MATTERHORN — H. H. Brown Shoe Co., Inc., 45 Grand St., Worcester, Mass.
MAYA — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
MEDIC—Medic Shoe Mfrs., Inc., 1212 Wood St., Philadelphia, Pa. (B-G)

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MEDIC NURSES SHOES—Medic Shoe Mfrs., Inc., 1212 Wood St., Philadelphia, Pa. (W)
MELODI—Bolita Ballets, Inc., 44 Farnsworth St., Boston, Mass. (W-T-G)
MERCANTIZED — Mercantile International, 1133 Broadway, New York, N. Y.—Importer
MERCANTON — Mercantile International, 1133 Broadway, New York, N. Y.—Importer
MERRYMAKER — Craddock - Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
MERRY MULES — Beacon Shoe Co., Jonesburg, Mo. (W)
METRO-CRAFT — International Shoe Co., Sundial Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
METRO-MODE — International Shoe Co., Sundial Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
MEXI-COOLEE—Joyce, Inc. (Subsidiary of U. S. Shoe Corp.), 1658 Herald Ave., Cincinnati, O. (W)
MEZZO—Wolff Shoe Mfg. Co., 2511 Sullivan Ave., St. Louis, Mo. (W)
MIA DONNA—Em Jay Originals, Inc., 152 Daune St., New York, N. Y.—Wholesaler
MI-BABY—Conaway Winter, Inc., Willow Springs, Mo. (I)
MICHELE CATALANO — Catalano & Sons, 9750 Klingerman St., South El Monte, Calif. (W)
MIC MOCS—Sandler of Boston, B & 3rd Ave., Needham Hts., Mass. (W-T-G)
MIDAS—Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M-W-T-B-G-I)
MIDDLETOWNERS — Middletown Ftwr., Inc., 39 Railroad Ave., Middletown, N. Y. (W)
MIDDY — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (G)
MIDGIES—Gotham Shoe Mfg. Co., Inc., 126 Park Ave., Binghamton, N. Y. (B-G)
MID-TIME—Joyce, Inc. (Subsidiary of U. S. Shoe Corp.), 1658 Herald Ave., Cincinnati, O. (W)
MID-TOWN FORMALS — Middletown Ftwr., Inc., 39 Railroad Ave., Middletown, N. Y. (W)
MIDWAY HEELS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
MIJJI—Algy Shoes, Inc., 68 Vine St., Everett, Mass.
MILADYS—Culver Mfg. Co., Inc., & Footwear Corp., Erin, Tenn. (W)
MILADY'S—Charles Meis Shoe Co., 137 W. 4th St., Cincinnati, O.—Wholesaler (W-T)
MILANOS—D. Myers & Sons, Inc., Sherwood & Curtain Aves., Baltimore, Md.—Wholesaler (W)
MILLER FOOT DEFENDERS — Miller Shoe Co., 4015 Cherry St., Cincinnati, O. (W)
MILLERKINS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
MILLERTAIRE — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
MILLION-AIRE — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
MILL STONE—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
MILWAUKEE KING—Milwaukee Shoe Co., Cobblers Lane, Sturgeon Bay, Wis. (M-B)
MILWAUKEE STRENGTH — Milwaukee Shoe Co., Cobblers Lane, Sturgeon Bay, Wis. (M-B)
MINNEHAHA MOCCS — Pioneer Shoe Co., 35 Holden St., Minneapolis, Minn.
MINUETTES — Lester Pincus Shoe Corp., 131 Duane St., New York, N. Y. —Wholesaler (G)

MIRACLE MESH—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
MIRACLE SHOE, THE — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
MIRACLE-TREAD — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
MIRACLETTES—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
MISS AMERICA—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (T)
MISS BERGDORF—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W-T)
MISS CAPEZIOS—Capezio, Inc., 9 W. 61st St., New York, N. Y. (G)
MISS DEB—Deb Shoe Co., Inc., 2138 Washington Ave., St. Louis, Mo. (W)
MISS NITE-AIRES — Midwest Ftwr. Inc., Sullivan, Mo. (G)
MISS PAD ABOUTS—Pad Abouts, Inc., 907 Broadway, New York, N. Y. (T-G)
MISS SANDLER—Sandler of Boston, B & 3rd Ave., Needham Hts., Mass. (T-G)
MISS SANDLER—A. J. Tucker & Son, Inc., 457½ S. Main St., South Brewer, Me. (G)
MISS UNIVERSE—Nina Ftwr. Co., Inc., 89 W. 3rd St., New York, N. Y. (W)
MR. CAPEZIOS—Capezio, Inc., 9 W. 61st St., New York, N. Y. (M)
MR. DAVID—California Ftwr., Co., 222 Ma'n St., Venice, Calif. (W)
MR. GUS—Willberg Ftwr., 1300 E. First St., Los Angeles, Calif.
MR. KIMEL CALIF.—Kimel Shoe Co., 799 Towne Ave., Los Angeles, Calif.
MR. PAUL—M. K. Weil Shoe Co., 1215 Washington Ave., St. Louis, Mo.—Wholesaler (W)
MISTEZE—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
MISTEZE—Plasti Products, Inc., Box 538, Winona, Minn. (M-W-B-G)
MOC ABOUTS — House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)
MOC-ABOUTS — Nashua Ftwr. Corp., 250 Canal St., Lawrence, Mass. (M-B)
MOCABOUTS—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
MOCALA—Topp's Lambskin Fashions, Inc., 312 N. Perry St., Johnstown, N. Y.—Manufacturer-Wholesaler (W)
MOCCASEAM—Florsheim Shoe Co., 130 South Canal St., Chicago, Ill.
MOCCASINS OF CHARACTER—Medwed Ftwr., Inc., Walnut St., Skowhegan, Me. (M-W-T-B-G)
MOC-SANS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
MOC-VAMP—Charles A. Eaton Co., 147 Center St., Brockton, Mass. (M)

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MODERN AGE—Curtis Stephens Embry Co., 702 N. Eighth St., Reading, Pa. (W-T)
MODERN AGE OFFICIAL GIRL SCOUT—Curtis Stephens Embry Co., 702 N. Eighth St., Reading, Pa. (W-T-G)
MODERN ARISTOCRAT — Weyenberg Shoe Mfg. Co., 234 E. Reservoir Ave., Milwaukee, Wis. (M)
MODERN COMFORTS — Enterprise Shoe Co., 2739 N. 10th St., Milwaukee, Wis. (W)
MODERNETTE—Modern Shoe Co., 1201 Washington Ave., St. Louis, Mo. — Wholesaler (W)
MODERN PRISCILLA—Gardiner Shoe Co., Inc., P. O. Box 642, Gardiner, Me. (W)
MOHAWK—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
MOHAWK—Topp's Lambskin Fashions, Inc., 312 N. Perry St., Johnstown, N. Y.—Manufacturer-Wholesaler (M)
MOHAWK MOC—Ross Shoes, Inc., 2 Washington St., North Reading, Mass. (M-B)
MOLLY MARVEL—Dunn & McCarthy, Inc., Washington St., Auburn, N. Y. (W)
MO MOC'S—Handler Shoe Co., Inc., 206 N. Lincoln St., Desloge, Mo. (W)
MONARCH—Weyenberg Shoe Mfg. Co., 234 E. Reservoir Ave., Milwaukee, Wis. (M)
MONEY SAVER — International Shoe Co., Sundial Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
MONSEIGNEUR — Craddock - Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
MONTEGO—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M)
MOODS BY PRIMA—Prima Theatrical Ftwr., Inc., 547 Wager St., Columbus, O. (W-T-G)
MOON BEAMS—A. J. Bergren Co., 945 W. Washington Blvd., Chicago, Ill.—Wholesaler (M-W-B-G)
MOONBEAMS—Terry Ftwr. Corp., 1309 Cromwell Ave., New York, N. Y. (G-T)

MOON MOCS—A. J. Bergren Co., 945 W. Washington Blvd., Chicago, Ill.—Wholesaler (M-W-B-G)
MOOSEMOX — Moose River Shoe Co., Inc., 417 N. Main St., Old Town, Me. (M-W-B)
MOOSE RIVER HANDICRAFT—Moose River Shoe Co., Inc., 417 N. Main St., Old Town, Me. (M-W-B)
MOTHER GOOSE—Mother Goose Corp., Westminster, Md. (B-G-I)
MOTHER'S BEST—K-P Shoe Co., Inc., 233 W. Cook St., Portage, Wis. (I)
MOTOR BOOT—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
MOUND CITY SHOE—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (W-B-G)
MOUNTAINEER—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
MOUNTAIN HIKER — Juvenile Shoe Corporation of America, Carnation Drive, Aurora, Mo. (G)
MOUNT HOPE—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
MOXEES—Belgrade Shoe Co., Old Hotel Rd., Auburn, Me. (W-T)
MOXFORDS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
MRS. DAY'S IDEAL BABY SHOES—Mrs. Day's Ideal Baby Shoe Co., Inc., 20 Locust St., Danvers, Mass. (I)
MRS. WINTER—Conaway Winter, Inc., Willow Springs, Mo. (I)
MUKLUKS — Handcraft Co., Inc., Princeton, Wis. (M-W-B-G)
MULESKINNER—Mondl Mfg. Co., Inc., 115-123 Otter Ave., Oshkosh, Wis. (B-G)
MUSEBECK SHOES — Foot-So-Port Shoes—Div. Musebeck Shoe Co., Forest & Westover Sts., Oconomowoc, Wis. (M-W)
MUSKETEERS—Sun Cal Ftwr., Inc., 131 S. Los Angeles St., Los Angeles, Calif. (W)
MY FAVORITES—Rogers Bros. Shoes, Inc., 137 Kneeland St., Boston, Mass.—Wholesaler (W)

N

NAILESS HEEL-CUSHIONED — Allen-Edmonds Shoe Corp., 825 Main St., Belgium, Wis. (M)
NAME DATES—Little Chief Ftwr., Inc., 486 Livonia Ave., Brooklyn, N. Y. (I)
NA-MOCS—Heritage Shoe Co., 60 North Ave., Natick, Mass.
NAPOLI—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
NATIONAL PARK—Juvenile Shoe Corporation of America, Carnation Drive, Aurora, Mo. (W)
NATIONAL PARK SPORT WALKS — Juvenile Shoe Corporation of America, Carnation Drive, Aurora, Mo. (W)
NATURAL BEND—Brooks Shoe Mfg. Co., Inc., 2210 Cherry St., Philadelphia, Pa. (M-T-B)
NATURAL BRIDGE — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
NATURAL BRIDGE ARCH SAVER—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
NATURALETTES BY NATURAL BRIDGE — Craddock - Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
NATURAL GAIT—R. J. Potvin Shoe Co., 22 Station Ave., Brockton, Mass. (I)
NATURALIZER FUNSTERS — Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (W)
NATURALIZERS — Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (W)
NATURALLY A TAICHER—Pan American Modes, Inc., 5300 N. W. 37th Ave., Miami, Fla. (W)
NATURAL POISE—Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo. — Wholesaler (W)
NATURAL WALKER — Chris Laganas Shoe Co., Jackson St., Lowell, Mass. (W)
NATURE'S DOCTOR SHOES — Regal Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M)
NATURE STEP—Charing Cross Shoes Ltd., 131 Duane St., New York, N. Y.—Wholesaler (W)
NATUR'S OWN—Julius Altschul, Inc., 117 Grattan St., Brooklyn, N. Y. (B-G-I)
NATURE TRED—Charing Cross Shoes Ltd., 131 Duane St., New York, N. Y.—Wholesaler (W)
NATUR FIT—Blue Star Shoes, Inc., 5 Franklin St., Lawrence, Mass. (T-B-G-I)
NAV-A-MOC—Navajo Mfg. Co., 212 W. Overland St., El Paso, Tex. (M-W-B-G)
NAVIGATORS ESCORTS — Kaysam Corp. of America, 27 Kentucky Ave., Paterson, N. J. (T-B-G)
NAVIGATORS FUR ESCORTS—Kaysam Corp. of America, 27 Kentucky Ave., Paterson, N. J. (T-B-G)
NAVIGATORS KAYSEAS — Kaysam Corp. of America, 27 Kentucky Ave., Paterson, N. J. (B-G)
NAVIGATORS KAYTIDES — Kaysam Corp. of America, 27 Kentucky Ave., Paterson, N. J. (T-B-G)
NAZZARO—M. J. Nazzaro, Inc., 912 E. Seventh St., Los Angeles, Calif. (G)
NEEDLE-CRAFT — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
NESMA—Shoes of Ireland, Ltd., 47 W. 34th St., New York, N. Y.—Importer (M)
NETTLETON—A. E. Nettleton Co., 313 E. Willow St., Syracuse, N. Y. (M)
NEWTON ELKIN — Newton Elkin Shoes, Inc., Monmouth & Weikel Sts., Philadelphia, Pa. (W)
NICCOLINI—Seth Gaffin Shoes, Inc., 146 Duane St., New York, N. Y.—Wholesaler (W)
NIGHTIMERS—Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo. — Wholesaler (W)
NINA—Nina Ftwr. Co., Inc., 89 W. 3rd St., New York, N. Y. (W)
NINE HUNDRED LINE—Gotham Shoe Mfg. Co., Inc., 126 Park Ave., Binghamton, N. Y. (B-G)
NINE THOUSAND LINE—Gotham Shoe Mfg. Co., Inc., 126 Park Ave., Binghamton, N. Y. (M-W)
NIP-MOC INJUNS — Well Built Shoe Co., In-Stock Div., Porter Shoe Co., Inc., 60 N. Bow St., Milford, Mass. (B)
NISLEY—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-W-T-B-G)
NITE-AIRES — Midwest Ftwr. Inc., Sullivan, Mo. (W)
NITE-GLO—M. Gordon Shoe Co., Inc., 495 Union St., Lynn, Mass. (M-B)
NITE OWLS—A. J. Bergren Co., 945 W. Washington Blvd., Chicago, Ill. — Wholesaler (M-W-B-G)
NIVTOP—R. J. Potvin Shoe Co., 22 Station Ave., Brockton, Mass. (I)
NOCONA BOOTS — Nocona Boot Co., Inc., P. O. Box 599, Nocona, Tex. (M-B)
NOK-A-BOUT—International Shoe Co., Hy-Test Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
NO-MOIST—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
NORDIC—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
NORMAL-TRED — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
NORTHAMPTON BOOTS—Lassie Ftwr., Inc., 47 W. 34th St., New York, N. Y.—Wholesaler-Importer (W)
NORTHAMPTONSHIRE SLIPPERS — Lassie Ftwr., Inc., 47 W. 34th St., New York, N. Y.—Wholesaler-Importer (W)
NORTH POLE—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
NUDETTE—Fawn Shoe Co., 3419 Rutger St., St. Louis, Mo.
NUDIMOLD—Kork-Ease, Inc., 81 Court St., Brooklyn, N. Y. (M-W)
NUGGETS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
NU-MATIC SHOE, THE—Holland-Racine Shoes, Inc., 386 W. 15th St., Holland, Mich. (M)
NUMBER 26—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (I)
NUNN-BUSH — Nunn-Bush Shoe Co., 2822 N. 5th St., Milwaukee, Wis. (M)
NURSE AID — Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo. — Wholesaler (W)
NURSE-MATES—Phyllis Shoe Co., 95 Bridge St., Lowell, Mass. (W)
NU-WAY—Nu-Way Shoe Co., Inc., 142 Duane St., New York, N. Y.—Wholesaler (W)
NYL-LADY — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
NYLITE—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
NYSHAG—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.

O

OBERHAMER — Oberhamer Shoe Co., 689 N. Dale St., St. Paul, Minn. (M-W-B-G)
O'DONNELL CONDUCTIVE SHOE — Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (B-G)
O-D'S BY BELGRADE—Belgrade Shoe Co., Old Hotel Rd., Auburn, Me. (W)
OFFICIAL BOY SCOUT—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-B)
OFFICIAL TROOPER — Huth-James Shoe, Inc., 1039 S. Second St., Milwaukee, Wis. (B)
OLDMAINE TROTTERS — Old Town Shoe Co., 179 Lincoln St., Boston, Mass. (M-W-T)
OLD MASTERS BY STETSON — The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)
OLD PALS—Godman Shoe Co., Columbus, O. (B-G)
OLD SAFETY SAM—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
OLD SPORTSMAN BOOT, THE — Georgia Shoe Mfg. Co., Inc., Flowery Branch, Ga. (M)
OL' SOFT EEZ—Well Built Shoe Co., No. Bow St., Milford, Mass. (M)
OLYMPIC—Weyenberg Shoe Mfg. Co., 234 E. Reservoir Ave., Milwaukee, Wis. (M)
ONANOFF—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)

SHOE MANUFACTURERS

ONEIDA — Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)

ONEIDA—Topp's Lambskin Fashions, Inc., 312 N. Perry St., Johnstown, N. Y.—Manufacturer-Wholesaler (M)

ONEIDA MAID — Topp's Lambskin Fashions, Inc., 312 N. Perry St., Johnstown, N. Y. — Manufacturer-Wholesaler (W)

ONE SHOES — Foot-So-Port Shoes—Div. Musebeck Shoe Co., Forest & Westover Sts., Oconomowoc, Wis. (M)

ONE THOUSAND LINE—Gotham Shoe Mfg. Co., Inc., 126 Park Ave., Binghamton, N. Y. (M-W)

OOMPHIES—Oomphies, Inc., 350 Fifth Ave., New York, N. Y. (W)

OPERABOOT—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)

ORCHIDS—Tober Saifer Shoe Mfg. Co., 1204 Washington Ave., St. Louis, Mo. —Manufacturer-Wholesaler (W)

ORIGINAL CHIPPEWA — Chippewa Shoe Co., 28-36 W. River St., Chippewa Falls, Wis. (M-W-B)

ORIGINAL DEB SHOE, THE — Deb Shoe Co., Inc., 2138 Washington Ave., St. Louis, Mo. (W)

ORIGINAL JOYCE, THE—Joyce, Inc. (Subsidiary of U. S. Shoe Corp.), 1658 Herald Ave., Cincinnati, O. (W)

ORNAMEX—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.

OTSEGO—Topp's Lambskin Fashions, Inc., 312 N. Perry St., Johnstown, N. Y.—Manufacturer-Wholesaler (M)

OUTDOOR PALS—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)

OUTDOORSMAN — International Shoe Co., Friedman-Shelby Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)

OUTDOORSMAN SPORTING BOOTS — LaCrosse Rubber Mills Co., LaCrosse, Wis. (M-W)

OVERGLOBE — Bridgewater Workers Co-operative Assoc., Inc., 42 Spring St., Bridgewater, Mass.

P

PACEMAKER—International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)

PACIFIC — Currin-Greene Shoe Mfg. Co., Inc., 2715 Western Ave., Seattle, Wash. — Manufacturer-Wholesaler (M)

PACKARD—Howard & Foster Co., Inc., 160 Pleasant St., Brockton, Mass. (M)

PAD ABOUTS—Pad Abouts, Inc., 907 Broadway, New York, N. Y. (M-W-T-B-G)

PADDINGTON—Danvers Shoe Co., Inc., Manchester, N. H.

PADDOCK—The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)

PADIGANS — International Shoe Co., Friedman-Shelby Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)

PADRE SANDAL—Freeman Shoe Corp., Beloit, Wis. (M)

PAGANIS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)

PAIR-A-TROOPER—Georgia Shoe Mfg. Co., Inc., Flowery Branch, Ga. (M-B)

PAL-ETTES — Frank H. Pfeiffer Co. Inc., 79 Beacon St., Worcester, Mass. (W-T)

PALIZZIO—Palizzio, Inc., 801 Broadway, New York, N. Y. (W-T)

PALMETTO — The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)

PALM TREE CASUALS — Lakeside Shoe Co., 1393 W. Ninth St., Cleveland, O.—Wholesaler (W)

PAL SHOWER SHU — Pal Mfg. Co., 3405-15 Glendale Blvd., Los Angeles, Calif.—Wholesaler (M-W)

PALTER DEBS — Samuels Shoe Co., 1717 N. 25th St., St. Louis, Mo. (W)

PALTER DE LISO—Palter De Liso, Inc., 16 W. 55th St., New York, N. Y. (W)

PAN AMERICAN — Pan American Modes, Inc., 5300 N. W. 37th Ave., Miami, Fla. (W)

P & C SHOE, THE—Powell & Campbell, Inc., 122 Duane St., New York, N. Y.—Wholesaler (M-W-T-B-G-I)

PANDORA—Newton Elkin Shoes, Inc., Monmouth & Weikel Sts., Philadelphia, Pa. (W)

PANETTE — Nova Shoe Co., Inc., 42 Duncan St., Haverhill, Mass.

PANORAMA — International Shoe Co., Panorama Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)

PAPARELLI—Swan Shoe Co. Inc., 3001 E. Madison St., Baltimore, Md. (W)

PARADETTES—Texas Boot Mfg. Co., Inc., Lebanon, Tenn.

PARADISE KITTENS — Brauer Bros. Shoe Co., 22 S. Sarah St., St. Louis, Mo. (W)

PARAFLEX—Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M-W-T-B-G-I)

PARAMOUNT—Kalmon Shoe Mfg. Co., 4164 Chippewa St., St. Louis, Mo. (W)

PARAMOUNT FOOTWEAR — Kalmon Shoe Mfg. Co., 4164 Chippewa St., St. Louis, Mo. (W)

PARIS—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)

PARIS FASHION—Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo. — Wholesaler (W)

PARIS FASHIONS — Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo. —Wholesaler (W)

PARK-A-SEAL—H. H. Brown Shoe Co., Inc., 45 Grand St., Worcester, Mass.

PARK AVENUE — Cumberland Shoe Co., North Margin St., Franklin, Tenn. (M)

PARK LANE—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)

PARK PLAZA—International Shoe Co., Peters Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)

PARKSHIRE—International Shoe Co., Great Northern Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)

PARSHU—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-B)

PARTY-TIMER—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (T)

PASTIMERS — Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (T)

PATAPSCO—P. H. Volk Co., 2 W. Lombard St., Baltimore, Md.—Wholesaler (W)

PATENT-CONDUCTIVE SHOE—United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)

PATHFINDER—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)

PATIO — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)

PATRIOT — International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)

PATTY AND PAUL — Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-B-G)

PATTY JOHNSON—Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (W-T)

PAUL BUNYAN PAC—Bone Dry Shoe Mfg. Co., 224 N. Washington, Neosho, Mo.—Manufacturer-Wholesaler (M)

PAUL BUNYAN SPORTSMAN — Bone Dry Shoe Mfg. Co., 224 N. Washington, Neosha, Mo. — Manufacturer-Wholesaler (M)

PAVILIA — Johansen Bros. Shoe Co., 3642 Laclede Ave., St. Louis, Mo.

PEACOCK—Boyd-Jones Shoe Co., 1900 Washington Ave., St. Louis, Mo. (W)

PECOS BOOTS—Red Wing Shoe Co., 129 Main St., Red Wing, Minn. (M)

PEDDLE PUSHERS—Frank H. Pfeiffer Co. Inc., 79 Beacon St., Worcester, Mass. (W-T)

PED-FLEX PROCESS — Florsheim Shoe Co., 130 South Canal St., Chicago, Ill.

PEDI BARES—Pedi Bares, Inc., 209 Clay St., San Francisco, Calif. (B-G-I)

Alden-Pedic
THE KEY TO
FOOT BALANCE
C. H. ALDEN SHOE COMPANY
BROCKTON, MASSACHUSETTS

PEDI BOOTS—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)

PEDICRAFT—Willits Shoe Co., Halifax, Pa. (B-G)

PEDI-PLANE—The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)

PEDI-STRIDE — Accurate Shoe Corp., 89 Bogart St., Brooklyn, N. Y. (B-G-I)

PED-MITS—Capitol Heel Lining Co. & Moccasins, Ltd., 725 Branch Ave., Providence, R. I. (B-G)

PEDO-FLEX—The Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill. (M-W)

PED-PLI PROCESS — Florsheim Shoe Co., 130 South Canal St., Chicago, Ill.

PEDS — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (G)

PED-TREDS—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (G)

PED WELD—Florsheim Shoe Co., 130 South Canal St., Chicago, Ill.

PEDWIN—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (T)

PEEK-A-BOOTS—Plastix Ftwr. Corp., 1600 S. Flower St., Los Angeles, Calif. (W)

PEMBROKE — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.

PENALJO — Hamilton Shoe Co., 2107 Lucas Ave., St. Louis, Mo.

PENALJO LIVING SHOES—Hamilton Shoe Co., 2107 Lucas Ave., St. Louis, Mo. (W)

PENALJO PROFESSIONALS — Hamilton Shoe Co., 2107 Lucas Ave., St. Louis, Mo. (W)

PEN-LYN—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.

PENOBSCOT TRAMPEZE — Penobscot Shoe Co., 179 Lincoln St., Boston, Mass. (M-W-T-B-G)

PEPE DELGADO'S—Carl Spector Co., 179 Lincoln St., Boston, Mass. — Wholesaler

PERFECT ROCKER — Reece Wooden Sole Shoe Co., 13th St. & 41st Ave., Columbus, Neb. (M-W-B-G)

PERF-O-STAT — International Shoe Co., Hy-Test Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)

PERKIES—Grinnell Shoe Co., Box 71, Grinnell, Iowa (W-T)

PERMAFLEX—International Shoe Co., Winthrop Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)

PERSIAN ROOM—H & A Shoe Corp. & Ruth Shoe Co., Merrimac St., Newburyport, Mass.

PERUGIA—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)

PETERS—International Shoe Co., Peters Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)

PETITE—International Shoe Co., 1509 Washington Ave., St. Louis, Mo. — Manufacturer-Wholesaler (W-G)

PETITE DEBS—Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo. — Wholesaler (W)

PETITE FEMME — Jo-Gal Shoe Co., Inc., Canal St., Lawrence, Mass. (T-G-I)

PETITS FOURS — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)

PETITTO—Torch Rubber Co., Inc., 1302 Inwood Ave., New York, N. Y. (W)

PETTIPOINTS — Ripon Knitting Works, 328 Watson St., Ripon, Wis. (W-T)

"P-F" (POSTURE FOUNDATION) CANVAS SHOES—B. F. Goodrich Co., Ftwr. Products, Hood Ftwr. Products, 36 Nichols Ave., Watertown, Mass. (M-W-T-B-G)

P.F.C.'S—Plastix Ftwr. Corp., 1600 S. Flower St., Los Angeles, Calif. (M)

PHI BATES—Bates Shoe Co., Park St., Webster, Mass. (M)

PHYLLIS DELUXE—Phyllis Shoe Co., Inc., 95 Bridge St., Lowell, Mass. (W)

PIATTOS—Tober Saifer Shoe Mfg. Co., 1204 Washington Ave., St. Louis, Mo. —Manufacturer-Wholesaler (W)

PIC-A-MOC—Eastland Shoe Corp., Park St., Freeport, Me. (W)

PICCOLINO—Melori Shoe Corp., 60 Fulda St., Boston, Mass. (W-T-G)

PIED PIPER SHOES—Pied Piper Shoe Co., 325 N. First Ave., Wausau, Wis. (B-G-I)

PIGALLE—Bergmann & Weiss, Inc., 110 Greene St., New York, N. Y. (W)

PIGGIN' STRING—Bone Dry Shoe Mfg. Co., 224 N. Washington, Neosho, Mo. —Manufacturer-Wholesaler (M)

SHOE MANUFACTURERS

PIGMY'S BY HANNAHSONS—Hartman Shoe Mfg. Co., 36 Duncan St., Haverhill, Mass. (T)
PIGSKIN SPORTLITES — Haus of Krause Safety Shoes, Rockford, Mich. (M)
PILGRIM — Plymouth Shoe Co., 191 Center St., Middleboro, Mass. (M)
PILLO-EZE BOWLERS — Mondl Mfg. Co., Inc., 115-123 Otter Ave., Oshkosh, Wis. (M-W)
PILLOW-AIRES—Charing Cross Shoes Ltd., 131 Duane St., New York, N. Y. —Wholesaler (W)
PILLOW FOAM MAGIC—Charing Cross Shoes Ltd., 131 Duane St., New York, N. Y.—Wholesaler (W)
PILLOW PUFF—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
PILLOW SOCK—Easy Walker Shoe Co., Old River Rd., Wilkes-Barre, Pa. (W)
PILLOW STEP—Mason Shoe Mfg. Co., 28 E. Grand Ave., Chippewa Falls, Wis. (W)
PILLOW WALKS — M. Beckerman & Sons, Inc., 184 Fifth Ave., New York, N. Y. (W)
PIMLICO—Genesco, Inc., 111 Seventh Ave., N. Nashville, Tenn. (M)
PINEBROOK—H & A Shoe Corp. & Ruth Shoe Co., Merrimac St., Newburyport, Mass.
PINE MOUNTAIN—G. H. Bass & Co., Main St., Wilton, Me. (M)
PIN-TUK—Weyenberg Shoe Mfg. Co., 234 E. Reservoir Ave., Milwaukee, Wis.
PIONEER—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
PIONEER — Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (M)
PIPPINS OF CALIFORNIA — Meltzer Shoe Methods, Inc., 544 N. Laurel Ave., Los Angeles, Calif. (W)
PISTOL PETE—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (B-G)
PIXIE — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
PIXIES—International Shoe Co., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W-G)
PIXIES—Ideal Shoe Co., 316 N. Third St., Philadelphia, Pa. — Wholesaler (W-T)
PLANET PATROL—S. Goldberg & Co., Inc., 20 East Broadway, Hackensack, N. J. (B-G)
PLA PETS — National Transparent Plastics Div., Servus Rubber Co., 51 Front St., Springfield, Mass. (T-B-G)
PLAY CHUMS—Godman Shoe Co., Columbus, O. (B-G)
PLAY-DAYS—Charles Meis Shoe Co., 137 W. 4th St., Cincinnati, O.—Wholesaler (T-B-G-I)
PLAYFULS—Weber Shoe Co., Inc., Tipton, Mo. (G)
PLAY GAYS—Swan Shoe Co., Inc., 3001 E. Madison St., Baltimore, Md. (B-G)
PLAY LEADERS — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (B-G)
PLAY MATES—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W-T)
PLAY PALS—Genesco, Inc., 111 Seventh Ave., N. Nashville, Tenn. (W-T)
PLAY PEN—K-P Shoe Co., Inc., 233 W. Cook St., Portage, Wis. (I)
PLAY-POISE — Virginia Shoe Corp., Fredericksburg, Va. — Manufacturer-Wholesaler
PLAYTIME — Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (B-G)
PLAYTOWN—Maytown Shoe Mfg. Co., Inc., Queen & Elizabeth Sts., Maytown, Pa. (B-G)
PLAY WADERS — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W-T-B-G)
PLAY WELT—Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (B-G)
PLIAFLEX CONSTRUCTION—House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)
PLIASOLE — Florsheim Shoe Co., 130 South Canal St., Chicago, Ill.
PLI-FLEX—Nunn-Bush Shoe Co., 2822 N. 5th St., Milwaukee, Wis. (M)
PLI-MATIC—Nunn-Bush Shoe Co., 2822 N. 5th St., Milwaukee, Wis. (M)
PLIO—United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)
PLI-PED PROCESS — Florsheim Shoe Co., 130 South Canal St., Chicago, Ill.
PLYMOUTH—Plymouth Shoe Co., 191 Center St., Middleboro, Mass. (M)
PLYRONS — Mishawaka Rubber Co., Inc., 312 N. Hill St., Mishawaka, Ind. (M-W-T-B-G)

POCAHONTAS — Shields Slipper Corp., Main St., Bombay, N. Y. (M-W-T-I)
POCAHONTAS — Topp's Lambskin Fashions, Inc., 312 N. Perry St., Johnstown, N. Y. — Manufacturer-Wholesaler (W)
POCAMOCS—Powell & Campbell, Inc., 122 Duane St., New York, N. Y.—Wholesaler (T-G)
POCKET TOES—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
POGOS—Lester Pincus Shoe Corp., 131 Duane St., New York, N. Y.—Wholesaler (G)
POISE MODELLE — Craddock - Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
POLA—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
POLAR BOOTS — House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)
POLICE—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
POLL PARROT — International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Ave., St. Louis, Mo. —Manufacturer-Wholesaler (B-G-I)
POLL PARROT POLLY DEBS—International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (T)
POMPEII—Bates Shoe Co., Park St., Webster, Mass. (M)
PONCE DE LEON—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
POPULARITY—Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo.—Wholesaler (W)
PORCH AND PATIO — Danvers Shoe Co., Inc., Manchester, N. H.
PORTA-COMFORT MOCC — K-P Shoe Co., Inc., 233 W. Cook St., Portage, Wis. (M-W-B-G)
PORTAGE—Weyenberg Shoe Mfg. Co., 234 E. Reservoir Ave., Milwaukee, Wis. (M)
PORTO-PED AIR CUSHION SHOES—Weyenberg Shoe Mfg. Co., 234 E. Reservoir Ave., Milwaukee, Wis. (M)

Porto-Ped
Air Cushion Shoes

PORTAGE SHOE MFG. CO.
A Division of Weyenberg Shoe Mfg. Co.
Milwaukee 1, Wis.

POSTURE ARCH POSITIONER — Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
POSTURE POISE — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
POSTURE STRIDE—Culver Mfg. Co., Inc., & Ftwr. Corp., Erin, Tenn. (B-G)
POSTURE STRIDE POSITIONER—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
POUND-A-PAIR — Danvers Shoe Co., Inc., Manchester, N. H.
POWDER PUFF—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (W)
POWER TO BOOT—Charles A. Eaton Co., 147 Center St., Brockton, Mass. (M)
POW-WOW — Huth-James Shoe, Inc., 1039 S. Second St., Milwaukee, Wis. (B)
PREFLEX—House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)
PRELUDES BY CYRIL — Dine Shoe Corp., 134 Water St., Wakefield, Mass. (W)
PREP — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (B)
PREST-O-FLEX—Bates Shoe Co., Park St., Webster, Mass. (M)
PRETTY GIRLS — Beacon Shoe Co., Jonesburg, Mo. (W)
PRE-VUE—Genesco, Inc., 111 Seventh Ave., N. Nashville, Tenn. (W)
PRE-VUE PLAYERS — Genesco, Inc., 111 Seventh Ave., N. Nashville, Tenn. (W)
PRIMA BALLERINA—Prima Theatrical Ftwr., Inc., 547 Wager St., Columbus, O. (W-T-G)

R. J. Potvin Shoe Co., Brockton, Mass.

PRIMITIVES BY PRIMA—Prima Theatrical Ftwr., Inc., 547 Wager St., Columbus, O. (W-T-G)
PROCESS 82—Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M-W-T-B-G-I)
PRO-GARD—Tyer Rubber Co., 10 Railroad St., Andover, Mass. (M-B)
PROGRESS — International Shoe Co., Sundial Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
PROMETTE — Radcliffe Shoes, Inc., Evans St., Brockton, Mass. (W)
PROPR-BILT—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (B-G)
PROP-R-FORM—Julius Altschul, Inc., 117 Grattan St., Brooklyn, N. Y. (B-G-I)
PROPR-TRED—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (B-G)
PROTECTOR—International Shoe Co., Peters Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
PRO-TEK-TIV—Curtis Stephens Embry. Co., 702 N. Eighth St., Reading, Pa. (T-B-G-I)
PRO - TEK - TIV EXTRA SUPPORT—Curtis Stephens Embry. Co., 702 N. Eighth St., Reading, Pa. (T-B-G-I)
PRO-TEK-TIV FEATURE WEDGE—Curtis Stephens Embry. Co., 702 N. Eighth St., Reading, Pa. (B-G-I)
PRO-TEK-TIV LIGHTWEIGHTS—Curtis Stephens Embry. Co., 702 N. Eighth St., Reading, Pa. (G-I)
PRO - TEK - TIV PLAYWEAR — Curtis Stephens Embry. Co., 702 N. Eighth St., Reading, Pa. (W-T-B-G-I)
PRO-TEK-TIV STRAIGHT LAST—Curtis Stephens Embry. Co., 702 N. Eighth St., Reading, Pa. (B-G-I)
PROTEX ARCH — United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)
PROTEXU—Genesco, Inc., 111 Seventh Ave., N. Nashville, Tenn. (M)
PROUD FIT—Weinbrenner Corp., 2025 N. Summit Ave., Milwaukee, Wis. (B)
PUDDLE JUMPERS — Reece Wooden Sole Shoe Co., 13th St. & 41st Ave., Columbus, Neb. (W-B)
PUDDLERS—Plasti Products, Inc., Box 538, Winona, Minn. (M-W-B-G)
PUEBLOS—Gardiner Shoe Co., Inc., P. O. Box 642, Gardiner, Me. (M)
PUNCHO—Swan Shoe Co., Inc., 3001 E. Madison St., Baltimore, Md. (W)
PUPPY DOG — Weiss-Lawrence, Inc., Park St., Dover, N. H. (T-B-G-I)
PUSSY FOOT—Swan Shoe Co., Inc., 3001 E. Madison St., Baltimore, Md. (W-T)

Q

Q D—Quinn & Delbert Boot Mfg. Co., Spring Hill Ave., Marlboro, Mass. (B-G-I)
Q-TEEZ—Culver Mfg. Co., Inc., & Footwear Corp., Erin, Tenn. (W)
Q-T'S—Jo-An Shoe Co., Inc., 629 E. 19th St., Paterson, N. J. (W)
QUAIL HUNTER—G. H. Bass & Co., Main St., Wilton, Me. (M-W)
QUAPAW WIDGETS — Bottom Dollar Industries, Inc., 715 Izard St., Little Rock, Ark. (W-T-G)
QUEEN—International Shoe Co., Queen Quality Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
QUEEN QUALITY—International Shoe Co., Queen Quality Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)

QUEEN QUALITY NURSEASE—International Shoe Co., Queen Quality Div., 1509 Washington Ave., St. Louis, Mo. —Manufacturer-Wholesaler (W)
QUICK DRAW—Quinn & Delbert Boot Mfg. Co., Spring Hill Ave., Marlboro, Mass. (B-G-I)
QUICK-STEP—Brooks Shoe Mfg. Co., Inc., 3210 Cherry St., Philadelphia, Pa. (M-W-T-B-G)
QUODDY MOCCASINS—Spiegel-Stanley Co., 208 Anderson St., Portland, Me. (M-W-T-B-G-I)
QUOTATIONS—International Shoe Co., Accent Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)

R

RACINE SHOES — Holland - Racine Shoes, Inc., 386 W. 15th St., Holland, Mich. (M)
RADAR BOOT—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
RADIO BOOT—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
RADIO TYME—L. B. Evans' Son Co., 37 Water St., Wakefield, Mass. (M)
RAINBELLES—Torch Rubber Co., Inc., 1302 Inwood Ave., New York, N. Y. (W)
RAINBOW—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
RAINCHARMERS—Bata Shoe Co., Inc., Belcamp, Md. (W)
RAIN DEARS—Lucky Sales Co., Inc., 941 E. 3rd St., Los Angeles, Calif.
RAINDORABLES — National Transparent Plastics Div., Servus Rubber Co., 51 Front St., Springfield, Mass. (W)
RAINEZE—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
RAINIER — Currin-Greene Shoe Mfg. Co., Inc., 2715 Western Ave., Seattle, Wash. — Manufacturer - Wholesaler (M)
RAINJERETTES—Plastix Ftwr. Corp., 1600 S. Flower St., Los Angeles, Calif. (W-T-B-G)
RAIN QUEEN — National Transparent Plastics Div., Servus Rubber Co., 51 Front St., Springfield, Mass. (W)
RAINSTORMER—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
RALSTON—Doyle Shoe Co., Cor. Warren Ave. & Pleasant St., Brockton, Mass.
RAMBLER — Bermuda Casuals, 196 Gould Ave., Paterson, N. J. (M)
RAMBLER—F. & F. Shoe Co., 20-22 E. Spring St., Chippewa Falls, Wis. (M-W-B)
RAMBLERS—Heydays Shoes, Inc., 2032 Locust St., St. Louis, Mo. (W)
RAMSEY'S THEY CANNOT RIP—Ramsey Shoe Corp., 347 Rider Ave., New York, N. Y. (M-B-G)
RANDINI—Barletta Shoe Co., 40 S. Clinton St., Chicago, Ill.—Wholesaler (M)
RANDCRAFT—International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
RAND SHARPSHOOTER—International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
RAND SHOE, THE—International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Ave., St. Louis, Mo. —Manufacturer-Wholesaler (M)
RANDY BOATSHUS — Randolph Mfg. Co., Inc., 32 S. Main St., Randolph, Mass. (M-W-B)
RANDY KAMPUS KING — Randolph Mfg. Co., Inc., 32 S. Main St., Randolph, Mass. (M-B)
RANDY KORT KING—Randolph Mfg. Co., Inc., 32 S. Main St., Randolph, Mass. (M-B)
RANDY LEISURE KING — Randolph Mfg. Co., Inc., 32 S. Main St., Randolph, Mass. (M-B)
RANDY LEISURE QUEEN—Randolph Mfg. Co., Inc., 32 S. Main St., Randolph, Mass. (W)
RANDY PEDIC — Randolph Mfg. Co., Inc., 32 S. Main St., Randolph, Mass. (M-W-T-B-G)
RANDY RIVIERA—Randolph Mfg. Co., Inc., 32 S. Main St., Randolph, Mass. (M-B-G)
RANDY SUPER KORT KING — Randolph Mfg. Co., Inc., 32 S. Main St., Randolph, Mass. (M-B)
RANGELEY—G. H. Bass & Co., Main St., Wilton, Me. (M-W)

RANGE PALS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (B)
RANGER — Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (M)
RANGER — Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
RAO-KOURY—Rao-Koury Shoes, Inc., 40-24 22nd St., Long Island City, N. Y. (W)
RAWHIDERS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (B)
RAYN ANKLETTE—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
RAYN BOOT—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
RAYNBOOTS—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
RAYNBOW — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
RAYN CLOUDS — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
RAYN DUCKS—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
RAYNETTE — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
RAYN LADY—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
RAYNLITE — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
RAYN LITE — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
RAYN MAN — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
RAYN PEDS—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
RAYNSHU—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
RAYN-SNAP — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
RAYNTITE — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
RAYNTOGS — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
RAYN ZIP — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
REAL BOY—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (B)
REAL McCOY, THE — Holland-Racine Shoes, Inc., 386 W. 15th St., Holland, Mich. (M)
RECORDIA — Recordia Ftwr., Dreher Ave., Stroudsburg, Pa. (M-B)
REC-RE-ETTES—American Felt Slipper Co., Inc., 568 Broadway, New York, N. Y. (M-W-T-B-G-I)
RED BALL — Mishawaka Rubber Co., Inc., 312 N. Hill St., Mishawaka, Ind. (M-W-T-B-G)
RED CARPET—Desco Shoe Corp., 209 W. 33rd St., New York, N. Y. (W)
RED CROSS—United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W-B-G)
RED CROSS NOISELESS — United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)
RED GOOSE—International Shoe Co., Friedman-Shelby Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (B-G-I)
RED MILL—Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (B-G)
RED RIDING HOOD—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
RED ROBIN—Eddy Shoe Co., 132 N. Fourth St., Philadelphia, Pa.—Wholesaler (T)
RED SKIN—Suflx Shoe Mfg. Co., 541 Shawmut Ave., Boston, Mass. (M)
RED WING SHOES—Red Wing Shoe Co., 129 Main St., Red Wing, Minn. (M)
REECE WOODEN SOLE ORTHOPEDIC SHOES—Reece Wooden Sole Shoe Co., 13th St. & 41st Ave., Columbus, Neb. (M-W)
REGAL—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M)
REGAL—Regal Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M)
REGAL-AIR CUSHION TRED—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M)
REGAL-AIR CUSHION TRED—Regal Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M)
REGAL AND DESIGN — Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M)
REGAL BOOT—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M)
REGAL BOOT—Regal Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M)
REGAL CORONETS—Regal Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M)
REGAL CREST—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M)
REGAL CREST—Regal Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M)
REGAL RELAXERS—Regal Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M)
REGENCY CREST — Well Built Shoe Co., No. Bow St., Milford, Mass. (B)
REGENT CLUB — International Shoe Co., Sundial Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
REG-E-STURD—A. S. Kreider & Son Co., 315 N. Chestnut St., Palmyra, Pa. (B)
REIDER'S — Reider Shoe Mfg. Co., Schuylkill Haven, Pa. (T-G)
REJOICERS—Joyce, Inc. (Subsidiary of U. S. Shoe Corp.), 1658 Herald Ave., Cincinnati, O. (W)
RELAXER—MacDonald Bros. Shoe Co., Inc., Box 74, Green St., Marblehead, Mass. (M)
RELAXERS — Pad Abouts, Inc., 907 Broadway, New York, N. Y. (M-W-T-B-G-I)
RELAY — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)

RELAY BY STETSON—The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)
RELIABLE JEFFERSON—F. & F. Shoe Co., 20-22 E. Spring St., Chippewa Falls, Wis. (M-W-B)
RENDEVOUS BY JACQUES—Middletown Ftwr., Inc., 39 Railroad Ave., Middletown, N. Y. (W)
RESCO—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M)
RESCO—Regal Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M)
RESCO FITTED—Regal Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M)
RESORT AIRES—Midwest Ftwr. Inc., Sullivan, Mo. (W)
RESTEP—M. Beckerman & Sons, Inc., 184 Fifth Ave., New York, N. Y. (W)
RESTER FLEX SHOES—E. E. Taylor Corp., Mill St., Freeport, Me. (M)
REST-EZE—Rest-Eze Ftwr. Co., 1884 Pitkin Ave., Brooklyn, N. Y. (W-B-G)
RESTEZE—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
RES-TRED—Freeman Shoe Corp., Beloit, Wis. (M)
RES-TRED 2 WAY ARCH BRACER—Freeman Shoe Corp., Beloit, Wis. (M)
REST TIME FOOTWEAR—Blum Shoe Mfg. Co., Milton & Spruce, Dansville, N. Y. (M-W-T-B-G)
RESTWELL—Capitol Ftwr. Corp., 60 King St., Worcester, Mass. (M-W-B-G)
RETRIEVER—International Shoe Co., Peters Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
REVELATIONS BY DESCO—Desco Shoe Corp., 209 W. 33rd St., New York, N. Y. (W)
REZILTUF—Principle Plastics, Inc., 1136 W. 135th St., Gardena, Calif. (W)
RHYTHM STEP—Johnson, Stephens & Shinkle Shoe Co., 4242 Laclede Ave., St. Louis, Mo. (W)
RICE-O'NEILL—Boyd-Jones Shoe Co., 1900 Washington Ave., St. Louis, Mo. (W)
RIEDELL—Riedell Shoes, Inc., P. O. Box 21, Red Wing, Minn. (M-W-B-G)
RIGGER DUNES—Frank H. Pfeiffer Co., Inc., 79 Beacon St., Worcester, Mass. (W-T)
RIM-I-KINS—P. W. Minor & Son, Inc., 33 State St., Batavia, N. Y. (W)
RINALDI—Schwartz & Benjamin, Inc., 200 Locust St., Lynn, Mass.
RING MASTER—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
RINKLEADER—Gotham Shoe Mfg. Co., Inc., 126 Park Ave., Binghamton, N. Y. (M-W)
RIO—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
RIO RITA—Carl Spector Co., 179 Lincoln St., Boston, Mass.—Wholesaler
RIPON FUNTIME FOOTWEAR—Ripon Knitting Works, 328 Watson St., Ripon, Wis. (M-W-T-B-G)
RIPPLE-EZE—A. J. Beford Shoe, Inc., Kline St., Lititz, Pa. (M-B-G)
RISQUE—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (W)
RITE STEP—A. J. Beford Shoe, Inc., Kline St., Lititz, Pa. (B-G)
RIVANNI—Riverside Shoe Corp., North St., Millersburg, Pa. (W)
RIVIERA—Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (M)
RIVIERAS—International Shoe Co., Friedman-Shelby Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
R J & R's—International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
ROAMER—Sebago-Moc Co., Mechanic St., Westbrook, Me. (M-W-B)
ROBINETTE—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (T)
ROBIN HOOD—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (B-G)
ROBLEE—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M)
ROCHELLE—Seres Shoe Mfg. Co., 943 S. Broadway, Los Angeles, Calif. (W)
ROCKALONGS—Joyce, Inc. (Subsidiary of U. S. Shoe Corp.), 1658 Herald Ave., Cincinnati, O. (W)
ROCKET—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M)
ROCK N' ROLL—Vincent Horwitz Co., Inc., 2121 Beale Ave., Altoona, Pa. (T)
ROCKTUFF—M. Beckerman & Sons, Inc., 184 Fifth Ave., New York, N. Y. (B-G)

ROC-KUM—MacDonald Bros. Shoe Co., Inc., Box 74, Green St., Marblehead, Mass. (M)
ROCKWEAR SERVICE SHOES—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
ROD AND GUN—Roberts-Hart, Inc., 92 Water St., Keene, N. H. (M-W)
RODEO—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
RODEO—Texas Boot Mfg. Co., Inc., Lebanon, Tenn.
RODNEY COURT—House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)
ROGERS HALL—Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo.—Wholesaler (M)
ROLLER DERBY—Roller Derby Skate Corp., 311 W. Edwards St., Litchfield, Ill. (M-W-B-G)
ROLLIKEN-DEBS—Em Jay Originals, Inc., 152 Daune St., New York, N. Y.—Wholesaler
ROMANOS—Trans World Shoe Corp., 47 W. 34th St., New York, N. Y.—Importer (M)
ROMANZA'S BY GOLO—Golo Ftwr. Corp., 350 Fifth Ave., New York, N. Y. (W)
ROMNEY—Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo.—Wholesaler (W)
RO-MOC—Ross Shoes, Inc., 2 Washington St., North Reading, Mass. (M-B)
ROMP—Pioneer Shoe Co., 35 Holden St., Minneapolis, Minn.
ROPEEZ—Tyer Rubber Co., 10 Railroad St., Andover, Mass. (M-W-T-B-G)
ROPE-GRIP—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-B)
ROPER—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-B)
ROTO-LOK—R. J. Potvin Shoe Co., 22 Station Ave., Brockton, Mass. (I)
ROUGHIES—Juvenile Shoe Corporation of America, Carnation Drive, Aurora, Mo. (W-T-B-G)
ROUGHNECKS—Mondl Mfg. Co., Inc., 115-123 Otter Ave., Oshkosh, Wis. (B-G)

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ROYAL—Jung Shoe Mfg. Co., 620 S. Eighth St., Sheboygan, Wis.—Manufacturer-Wholesaler (M)
ROYAL—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
ROYAL CADET—Newport Shoe Mfg. Corp., Jackson St., Lowell, Mass. (B)
ROYAL CREST—Herley Shoe Corp., 17 Locust St., Haverhill, Mass. (M)
ROYAL CROWN—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M-W-B-G)
ROYAL EMPLORER—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
ROYAL FLEX—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
ROYAL IMPERIAL—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
ROYAL PALM CASUALS—Lakeside Shoe Co., 1393 W. Ninth St., Cleveland, O.—Wholesaler (W)
ROYAL WELLINGTON—Acme Boot Co., Inc., 1002 Stafford, Clarksville, Tenn. (M)
ROYCROFT—International Shoe Co., Winthrop Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
ROYKING—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
ROY ROGERS—Texas Boot Mfg. Co., Inc., Lebanon, Tenn.
ROY'S ROOMITOES—Roy Shoe Co., Richland, Pa. (B-G-I)
RUBBER ROAD—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M-W-B-G)
RUFFIES—A. J. Beford Shoe, Inc., Kline St., Lititz, Pa. (B-G)
RUGBY ROVER—House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)
RUGGEDIERS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
RUGGED GRAINS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
RUGGED WEAR—Maytown Shoe Mfg. Co., Inc., Queen & Elizabeth Sts., Maytown, Pa. (T-B)
RUL—Rubber Corp. of Calif., 10631 Stanford Ave., Garden Grove, Calif. (M-T-B-G)
RUMFORD—G. H. Bass & Co., Main St., Wilton, Me. (M)
RUNABOUTS—Chris Laganas Shoe Co., Jackson St., Lowell, Mass. (W)

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RUSTIC AIRES—Sandler of Boston, B & 3rd Ave., Needham Hts., Mass. (W)

S

SABEL EQUINO-VARUS—I. Sabel, Inc., 1207 Chestnut St., Philadelphia, Pa.—Manufacturer-Wholesaler (I)
SABEL PLUMB LINE SHOES—I. Sabel, Inc., 1207 Chestnut St., Philadelphia, Pa.—Manufacturer-Wholesaler (B-G)
SABEL'S BASIC SHOES—I. Sabel, Inc., 1207 Chestnut St., Philadelphia, Pa.—Manufacturer - Wholesaler (M-W-B-G)
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SABEL'S SURGICAL SHOES—I. Sabel, Inc., 1207 Chestnut St., Philadelphia, Pa.—Manufacturer-Wholesaler (M-B)
SABRES—Marpat Shoes, Inc., Seymour, Mo. (M)
SABRINA—Melori Shoe Corp., 60 Fulda St., Boston, Mass. (W-T-G)
SADDLE—Juvenile Shoe Corporation of America, Carnation Drive, Aurora, Mo. (G)
SAFE-TOE—Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (M)
SAFETY ARCH—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
SAFETY FIRST—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
SAFETY PATROL—Georgia Shoe Mfg. Co., Inc., Flowery Branch, Ga. (M-B)
SAFETY TOE—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
SAF-T-YELLO—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
SAFETYELLO—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
SAFETYELLOW—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
SAFE-T-YELLOW—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
SAFETY-SPEED—Brooks Shoe Mfg. Co., Inc., 3210 Cherry St., Philadelphia, Pa. (M-T-B)
SAILMATES—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-B)
SAILOR—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
SALAMANDER—Salamander, A. G., 47 W. 34th St., New York, N. Y.—Importer
SALAMANDER-ITALIA—Salamander, A. G., 47 W. 34th St., New York, N. Y.—Importer
SALEM CLIPPERS—Salem Shoe Mfg. Co., 24 Saunders St., Salem, Mass. (M)
SALVANNA DITORINO—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
SAM SNEAD GOLF SHOES—E. E. Taylor Corp., Mill St., Freeport, Me. (M-W)
SANDALIERS—Tober Saifer Shoe Mfg. Co., 1204 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)

SANDLER
OF BOSTON

SAN-DE-LITES—Eams Shoes, Inc., 18 Granite St., Haverhill, Mass. (W)
S & K—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
S & K ELEVENS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W-T)
S & K GO-GETTERS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W-T)
S & K ORIGINALS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W-T)
SANDLEREMOS—Sandler of Boston, B & 3rd Ave., Needham Hts., Mass. (W-T-G)
SANDLER OF BOSTON—Sandler of Boston, B & 3rd Ave., Needham Hts., Mass. (M-W-T-B-G-I)
SANDLER OF BOSTON—Sandler Harmony Shoemakers, Inc., Harmony, Me. (M-W)
SANDY McDONALD—A. S. Kreider & Son Co., 315 N. Chestnut St., Palmyra, Pa. (M-B)
SANI-SCUFFERS—Bradford Mfg. Co., 669 Washington St., Lynn, Mass.
SAN REMO—Barletta Shoe Co., 40 S. Clinton St., Chicago, Ill.—Wholesaler (M)
SANTA ROSA—Kushins, Inc., Santa Rosa, Calif. (M-W-B)
SARATOGA BY STETSON—The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)
SA SHAY—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
SATELLITES—Plymouth Shoe Co., 191 Center St., Middleboro, Mass. (M)
SAUNTERS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W-T)
SBICCA—Sbicca of California, 2620 N. Rosemead Blvd., El Monte, Calif. (W)
SCALA—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
SCALAWAGS—Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo.—Wholesaler (W)
SCALLOP—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
SCAMPEROOS—International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (T-G)
SCANDIA BY STETSON—The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)
SCARPA ELEGANTE—James A. Banister Shoe Co., 541 Main St., South Weymouth, Mass. (M)
SCARPINI—Nu-Way Shoe Co., Inc., 142 Duane St., New York, N. Y.—Wholesaler (W)
SCHIAPARELLI—Middletown Ftwr., Inc., 39 Railroad Ave., Middletown, N. Y. (W)
SCHIAPARELLI DEBS—Middletown Ftwr., Inc., 39 Railroad Ave., Middletown, N. Y. (W)
SCHOOL CHUM—Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (B-G)
SCHOPEDIC SHOES—The Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill. (M-W)
SCIENTIFIC WALKER—Charing Cross Shoes Ltd., 131 Duane St., New York, N. Y.—Wholesaler (W)
SCOOTIES—Mosinger-Cohn, Inc., 1235 Washington Ave., St. Louis, Mo.—Wholesaler (B-G)
SCOREMASTER—L. N. Schwartz & Sons, 412 Cherry St., Philadelphia, Pa. (M-W-T-B-G)
SCOTSMAN—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
SCOTT BABY SHOES—Scott Baby Shoes, 31st & Cedar Ave., Mattoon, Ill. (I)
SCOTTIE CASUALS—Scottie Shoe Co., 691 Lawrence St., Lowell, Mass. (W)
SCOTTIE-KINS—Scottie Shoe Co., 691 Lawrence St., Lowell, Mass. (I)

SCOTTIE-SNEEKS — Scottie Shoe Co., 691 Lawrence St., Lowell, Mass. (B-G)
SCOTTIE-TOTS—Scottie Shoe Co., 691 Lawrence St., Lowell, Mass. (I)
SCUFS—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
SEA HORSE — Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-B)
SEALON—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
SEBAGO-MOC — Sebago-Moc Co., Mechanic St., Westbrook, Me. (M-W-T-B)
SECRET—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
SEL—United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)
SELBERITE—United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)
SELBY—United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)

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SELBY MODERNS—United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)
SELBY SHOES — United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)
SELF-STARTERS—Carpenter Shoe Co., Inc., 161 Clarissa St., Rochester, N. Y. (B-G-I)
SELVA—Selva & Sons, Inc., 1607 Broadway, New York, N. Y. (M-W-B-G)
SENATORS — Seaboard National Shoe Co., 22 S. Hanover St., Baltimore, Md. (M-W-T-B-G-I)
SENECA SHUFFLER — Topp's Lambskin Fashions, Inc., 312 N. Perry St., Johnstown, N. Y. — Manufacturer-Wholesaler (M)
SENSATION — International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
SENTRY SAFETY SHOES — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
SERVICE — International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
SERVICE MASTERS — International Shoe Co., Great Northern Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
SERVUMORE—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
SERVUS — Servus Rubber Co., Rock Island, Ill.
SEVEN LEAGUE BOOTS — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
77'S—Freeman Shoe Corp., Beloit, Wis. (M)
SHADOW BROWNS—Nunn-Bush Shoe Co., 2822 N. 5th St., Milwaukee, Wis. (M)
SHAGGIES—The Sherman Bros. Mfg. Co., 66 N. Main St., South Norwalk, Conn. (W)
SHARPSHOOTER — International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Ave., St. Louis, Mo. —Manufacturer-Wholesaler (M)
SHAW ARCH CORRECTORS — M. T. Shaw, Inc., 52 Abbott Ave., Coldwater, Mich. (M)
SHAW JUNIORS—M. T. Shaw, Inc., 52 Abbott Ave., Coldwater, Mich. (B)
SHAW SHOES—M. T. Shaw, Inc., 52 Abbott Ave., Coldwater, Mich. (M)
SHEBOYGAN—Jung Shoe Mfg. Co., 620 S. Eighth St., Sheboygan, Wis.—Manufacturer-Wholesaler (M-B)
SHEFFIELD—Weyenberg Shoe Mfg. Co., 224 E. Reservoir Ave., Milwaukee, Wis. (M)
SHELETS—Handcraft Co., Inc., Princeton, Wis. (W-G)
SHELLBACK — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
SHENANIGANS — M. Cohen & Sons Shoes Co., Inc., 43-15 Queens St., Long Island City, N. Y. (W)
SHER-LEES — Shields Slipper Corp., Main St., Bombay, N. Y. (M-W-G)
SHERPA BOOT — Wall-Streeter Shoe Co., 26 Union St., North Adams, Mass. (M)
SHIELD ARCH—Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo.—Wholesaler (W)
SHIELD DESIGN—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
SHINDIGS — Crown Shoe Mfg. Co., Palmyra, Mo. (W)
SHIPMATES — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
SHODWELL—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
SHOE KING—Powell & Campbell, Inc., 122 Duane St., New York, N. Y.—Wholesaler (M)
SHOE OF GUARANTEED COMFORT—Allen-Edmonds Shoe Corp., 825 Main St., Belgium, Wis. (M)
SHOE OF TOMORROW — Allen-Edmonds Shoe Corp., 825 Main St., Belgium, Wis. (M)
SHOE PER MART — Regal Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M)
SHOES OF IRELAND, LTD.—Richard Dyner, 47 W. 34th St., New York, N. Y.—Importer
SHOREWAY — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
SHOWER DUCK — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
SHOWERETTES — Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
SHOW-OFFS—Ed White Junior Shoe Co., Paragould, Ark. (W-G)
SHRINER—French Shriner & Urner Mfg. Co., 443 Albany St., Boston, Mass. (M)
SHU BOOTS — National Transparent Plastics Div., Servus Rubber Co., 51 Front St., Springfield, Mass. (W)
SHU-CLOGS—Carroll's Footwear, Inc., 1642 12th St., Santa Monica, Calif. (W)
SHUFFLERS—C. A. Grosvenor Shoe Co., Inc., 70 Central St., Worcester, Mass. (M-W-T-B-G-I)
SIGNAL—Cambridge Rubber Co. 748 Main St., Cambridge, Mass. (W-G)
SIGNATURES — Brockton Ftwr., Inc., 144 Field St., Brockton, Mass. (M)
SIGNET—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
SIGNOR—International Shoe Co., Winthrop Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
SILHOUETTES—Fashion-Bilt Shoe Co., 523 W. Cleary St., Pontiac, Ill. (W)
SILKSHIRE—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
SILVER LINE — Rogers Bros. Shoes, Inc., 137 Kneeland St., Boston, Mass. —Wholesaler (W)
SILVER-STRIDE — Silver-Stride Shoe Mfg. Co., Inc., 1425 Carlton St., Philadelphia, Pa. (W)
SIMPLEX CO-ED—Simplex Shoe Mfg. Co., 102 E. Keefe Ave., Milwaukee, Wis. (G)
SIMPLEX FLEX-EZE — Simplex Shoe Mfg. Co., 102 E. Keefe Ave., Milwaukee, Wis. (G)
SIMPLEX FLEXIES — Simplex Shoe Mfg. Co., 102 E. Keefe Ave., Milwaukee, Wis. (B-G)

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SIOUX—Sufix Shoe Mfg. Co., 541 Shawmut Ave., Boston, Mass. (W)
SIREN — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
SIR LANCELOT — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (B)
SIR WALTER — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
SIR WALTER JR. — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
SISTERS IN WHITE—Juvenile Shoe Corporation of America, Carnation Drive, Aurora, Mo. (W)
SIT 'N BULL—Florsheim Shoe Co., 130 South Canal St., Chicago, Ill.
SIX-FOOTERS—Bates Shoe Co., Park St., Webster, Mass. (M)
SKAMPS—International Shoe Co., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M-B)
SKATEMASTER — L. N. Schwartz & Sons, 412 Cherry St., Philadelphia, Pa. (M-W-T-B-G)
SKEE-JINS — Skee-Jin Moccasin Co., Box 140, Old Town, Me. (M-W-B-G)
S-KI-MO—A. J. Beford Shoe, Inc., Kline St., Lititz, Pa. (B-G)
SKIPPER—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
SKIPPERS BY DODSON — Dodson-Fisher Co., 255 E. Kellogg Blvd., St. Paul, Minn.
SKIPPITY HOP—John J. Yachett Shoe Mfg. Co., 400 South Ave., Rochester, N. Y. (I)
SKIPPY — Skippy Ftwr. Corp., West Hazleton, Pa. (T-B-G)
SKIPPY JETS—Foldes Industries, Inc., Valmont Industrial Pk., Hazleton, Pa. (M-W-T-B-G-I)

SKI PRO—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M-W)
SKI-REST—Shields Slipper Corp., Main St., Bombay, N. Y. (M-W-G)
SKUFHIDE TIP — International Shoe Co., Sundial Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (B)
SKULKUMS — Handcraft Co., Inc., Princeton, Wis. (M-W-B-G)
SKYMASTER—International Shoe Co., Conformal Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
SKY PATROL—S. Goldberg & Co., Inc., 20 East Broadway, Hackensack, N. J. (B-G)
SKYRIDER—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (B)
SKYSCRAPERS—D'Antonio Shoe Corp., 826 Broadway, New York, N. Y. (W)
SLACK-MATE — Ross Shoes, Inc., 2 Washington St., North Reading, Mass. (M-B)
SLACKTATOR — Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (W)
SLEEPY TIME—S. Goldberg & Co., Inc., 20 East Broadway, Hackensack, N. J. (I)
SLEIGH BELLES BY MOXEES—Belgrade Shoe Co., Old Hotel Rd., Auburn, Me. (W-T)
SLEIGH BOOT—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
SLENDERLINE—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
SLIPPERCRAFT—M. Gordon Shoe Co., Inc., 495 Union St., Lynn, Mass. (M-B)
SLIPPERELLA — Slipperella, Inc., 693 Broadway, New York, N. Y. (M-W-B-G)
SLIPPERETTE STRETCH SLIPPERS —Ripon Knitting Works, 328 Watson St., Ripon, Wis. (W-B-G)
SLIPPERS BY COMFORT — S. G. S. Ftwr., Inc., Div. Comfort Products Co., 12 E. Worcester, Mass.
SLIPPERS BY SWAN—Swan Shoe Co., Inc., 3001 E. Madison St., Baltimore, Md. (M-W-B-G)
SLIP SLAX—House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)
SLIX—Torch Rubber Co., Inc., 1302 Inwood Ave., New York, N. Y. (W)
SLOPPY JOES — House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)
SMARTAIRE — Brown Shoe Co., 8360 Maryland Ave., St. Louis, Mo. (W)
SMART FOOTWEAR — Charles Meis Shoe Co., 137 W. 4th St., Cincinnati, O.—Wholesaler (W-T)
SMARTIES—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
SMART MAID—International Shoe Co., Peters Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (T)
SMART SET—International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (T)
SMART-STEPS — Huth-James Shoe, Inc., 1039 S. Second St., Milwaukee, Wis. (M)
SMARTY—Alco Ranch Washable Ftwr. Co., 324 S. Chadbourne St., San Angelo, Tex. (W)
SMASHER—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
SMASH HITS—Johansen Bros. Shoe Co., 3642 Laclede Ave., St. Louis, Mo.
SMITHSONIAN — Lakeside Shoe Co., 1393 W. Ninth St., Cleveland, O.—Wholesaler (M)
SMITH SYNCHRO-FLEX SHOES—E. E. Taylor Corp., Mill St., Freeport, Me. (M)
SMOOTH-FIT—M. G. Grundman & Sons, Inc., 906 N. Seventh St., Vincennes, Ind. — Manufacturer-Wholesaler (B-G-I)
SMOOTHIES—Juvenile Shoe Corporation of America, Carnation Drive, Aurora, Mo. (W)
SNAPARETTE BY MONDI — Mondi Mfg. Co., Inc., 115-123 Otter Ave., Oshkosh, Wis. (W)
SNAPPY BOY—Belleville Shoe Mfg. Co., Main & Walnut Sts., Belleville, Ill. (B)
SNEAKS—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
SNEEX—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
SNO BOOT—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
SNO BIRDS—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
SNOBOOTS — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
SNO-GO—Huth-James Shoe, Inc., 1039 S. Second St., Milwaukee, Wis. (M)
SNO LITE—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
SNO NYMPH—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
SNO-SPRITE—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
SNO-TREDS — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
SNOW LADY — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
SNOW RIDGE—Hurd Shoe Co., inc., 101 First St., Utica, N. Y.—Wholesaler (M-W-B-G-I)
SNUGFUT—Novelty Slipper Co., Inc., 1328 Broadway, New York, N. Y. (W)
SNUGGINS — Nohel Mfg. Corp., 50 Aleppo St., Providence, R. I. (B-G-I)
SNUGSTER — Freeman Shoe Corp., Beloit, Wis. (M)
SOCIETY—International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
SOCKET-FIT ARCH & HEEL SURGICAL SHOE, THE—Stover & Bean Co., 249 Dutton St., Lowell, Mass. (M-W-T-B-G-I)
SOCKET-FIT SHOES—Stover & Bean Co., 249 Dutton St., Lowell, Mass. (M-W-T-B-G-I)
SOCIALITES—United States Shoe Corp., 1658 Herald Ave., Cincinnati, O. (W)
SOCIETY DEBS—Lester Pincus Shoe Corp., 131 Duane St., New York, N. Y. —Wholesaler (W-G)
SO-EASY — Endicott-Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (W)
SOF-LIGHTS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
SOFTAIRES — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
SOFT EASE—Charles Meis Shoe Co., 137 W. 4th St., Cincinnati, O.—Wholesaler (W-T-G-I)
SOFTEES—Medic Shoe Mfrs., Inc., 1212 Wood St., Philadelphia, Pa. (I)
SOFTEES—Selvin Shoe Mfg. Co., 2409 Eastern Ave., Baltimore, Md. (I)
SOFTEES — Hubbard Shoe Co., Inc., Rochester, N. H. (W)
SOFT-FLEX—Hubbard Shoe Co., Inc., Rochester, N. H. (W)
SOFTIES—Boyd-Jones Shoe Co., 1900 Washington Ave., St. Louis, Mo. (W)
SOFTLIGHTS—Hamilton Shoe Co., 2107 Lucas Ave., St. Louis, Mo. (W)
SOFTLINGS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
SOF-T-MOC—Well Built Shoe Co., In-Stock Div., Porter Shoe Co., Inc., 60 N. Bow St., Milford, Mass. (M)
SOF-T-MOC—R. J. Potvin Shoe Co., 22 Station Ave., Brockton, Mass. (I)
SOFT-O-HEELS — Meltzer Shoe Methods, Inc., 544 N. Laurel Ave., Los Angeles, Calif. (W)
SOFT PEDAL—International Shoe Co., Queen Quality Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
SOFT STEP—B & B Shoe Co., 226 W. Schiller St., Chicago, Ill. (M-W)
SOFT STEP — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
SOFT STEPS — Pioneer Shoe Co., 35 Holden St., Minneapolis, Minn.
SOFT SUITERS — Joyce, Inc. (Subsidiary of U. S. Shoe Corp.), 1658 Herald Ave., Cincinnati, O. (W)
SOFT TONES BY NATURAL BRIDGE —Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
SOHARI—Johansen Bros. Shoe Co., 3642 Laclede Ave., St. Louis, Mo.
SOLACE—Charles Meis Shoe Co., 137 W. 4th St., Cincinnati, O.—Wholesaler (W)
SOLAIRES—LaCrosse Rubber Mills Co., LaCrosse, Wis. (W-G)
SOLEMATES — Stepping Stone Shoes, Div. Lucille Ftwr. Co., 2000 Mill Lane, Williamsport, Pa. (W-B-G-I)
SOMERSET—Bender Shoe Co., 664 S. Edgewood Ave., Somerset, Pa. (B)
SOMMER & KAUFMAN—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
SONATAS—Ideal Shoe Co., 316 N. Third St., Philadelphia, Pa. — Wholesaler (W-T)
SOPHISTIKINS — Mainstreeters Shoe Co., 179 Lincoln St., Boston, Mass. (M-W-T-B-G)
SOPHISTIKINS—Given Bros., Inc., 225 S. Mesa, El Paso, Tex.—Wholesaler (W)
SOPHISTOCRAT — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
SORORITY DEBS—Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo.—Wholesaler (W)

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SOUTHERN GENTLEMEN — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
SOUTH SEA SANDALS—Freeman Shoe Corp., Beloit, Wis. (M)
SPACE BREAKER—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (B-G)
SPACE BUSTER — Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (B-G)
SPACE SCOUT—Suflx Shoe Mfg. Co., 541 Shawmut Ave., Boston, Mass. (B-G) Spalding
SPAULDING AIR-FLITE—B. A. Corbin & Son Co., 110 Pleasant St., Marlboro, Mass. (W-T-G)
SPALDING YOUNGSTAR—B. A. Corbin & Son Co., 110 Pleasant St., Marlboro, Mass. (B)
SPARKLE-TOES — Weber Shoe Co., Inc., Tipton, Mo. (G)

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TIPTON, MISSOURI

SPARTAN—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
SPEEDSTER—Rubber Corp. of Calif., 10631 Stanford Ave., Garden Grove, Calif. (M-T-B-G)
SPERRY TOP-SIDER — Sperry Top-Sider, Box 328G, Naugatuck, Conn. (M-W-B-G)
SPINELESS—Charles A. Eaton Co., 147 Center St., Brockton, Mass. (M)
SPINNER & SHOT—H. H. Brown Shoe Co., Inc., 45 Grand St., Worcester, Mass.
SPIRAL BOOT—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
SPONGE-TRED—Stepping Stone Shoes, Div. of Lucille Ftwr. Co., 2000 Mill Lane, Williamsport, Pa. (B-G-I)
SPOON BILLS—Joyce, Inc. (Subsidiary of U. S. Shoe Corp.), 1658 Herald Ave., Cincinnati, O. (W)

SPORTABLES—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
SPORTCASTERS—Northeast Shoe Co., 179 Lincoln St., Boston, Mass. (M-W-T-B-G)
SPORTEES—A. N. Wolf Shoe Co., Denver, Pa. (G)
SPORTETTE—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (W)
SPORTINBAK—Ephrata Shoe Co., 18 N. State St., Ephrata, Pa. (T-G-I)
SPORT KING—Berned Shoe Co., 207 Essex St., Boston, Mass.—Wholesaler (M-B)
SPORT LIFE ARCH FEATURE SHOES—Herbst Shoe Mfg. Co., 2775 N. 32nd St., Milwaukee, Wis. (G)
SPORT LIFE SHOES—Herbst Shoe Mfg. Co., 2775 N. 32nd St., Milwaukee, Wis. (G)
SPORTMASTER—Sandler of Boston, B & 3rd Ave., Needham Hts., Mass. (M-W)
SPORTOCASIN—G. H. Bass & Co., Main St., Wilton, Me. (M)
SPORT QUEEN—Berned Shoe Co., 207 Essex St., Boston, Mass.—Wholesaler (G)
SPORTRED—Charles Meis Shoe Co., 137 W. 4th St., Cincinnati, O.—Wholesaler (W-T-B-G-I)
SPORTS—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
SPORT SPECIALTY SHOEMAKERS—di Porto Shoes, 1221 Locust St., St. Louis, Mo. (T-G)
SPORTSTER—Sandler of Boston, B & 3rd Ave., Needham Hts., Mass. (M-W-T-B-G)
SPORTSTER—A. J. Tucker & Son, Inc., 457½ S. Main St., South Brewer, Me. (W)
SPORTSTER MIC MOC—A. J. Tucker & Son, Inc., 457½ S. Main St., South Brewer, Me. (W)
SPORTSTER SCOUT—Sandler of Boston, B & 3rd Ave., Needham Hts., Mass. (T-B-G)
SPORTSTER SCOUT—A. J. Tucker & Son, Inc., 457½ S. Main St., South Brewer, Me. (G)
SPORT-TIME—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
SPORT WALKS—Juvenile Shoe Corporation of America, Carnation Drive, Aurora, Mo. (W)
SPOT BILT—Hyde Athletic Shoe Co., 422 Columbia St., Cambridge, Mass. (M)
SPREES—B G S Shoe Corp., Manchester, N. H. (W-G)
SPRINGFAST—Rubber Corp. of Calif., 10621 Stanford Ave., Garden Grove, Calif. (M-B)
SPRING STEPS—True Quality Shoe Co., Inc., 90 Mill St., Rochester, N. Y. (I)
SPRINTER—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-B)
SPRIGHTLY MISS—Crest Shoe Co., 3 Middle St., Lewiston, Me.
SPUNJEZE—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
SQUARE DANCER BY COAST BALLET—Coast Ballet Mfg. Co., 5104 Santa Monica Blvd., Hollywood, Calif. (W)
SQUARE RIGGER—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
STACY-ADAMS—Stacy-Adams Co., 33 Dover St., Brockton, Mass. (M)
STADIUM—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
STADIUM BOOT—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
STADIUM BOOT JRS.—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (G)
STADIUM JRS.—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (G)
STA-DRI—Ranger Boot & Shoe Mfg. Co., Inc., Killeen, Box 995, Tex. (M)
STAND BY—Standard Shoe Making Co., 15 Cornhill, Boston, Mass (M-B)
STANFORD—Weyenberg Shoe Mfg. Co., 234 E. Reservoir Ave., Milwaukee, Wis. (M)
STANLEY PHILIPSON—Mr. Stanley, Inc., 92 Bogart St., Brooklyn, N. Y. (W)
STAN-TOM—The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)
STAR—Torch Rubber Co., 1302 Inwood Ave., New York, N. Y. (W)
STAR BRAND SHOES—International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)

DUPLEX LAST
289 — RICH BLACK smooth calf wing tip low blucher.
290 — WALNUT BROWN smooth calf.

STACY-ADAMS Men's Shoes

Men with an eye for fashion and a taste for fine quality will wear Stacy-Adams wing tip blucher this Autumn. Expertly crafted in rich, plump calfskin on the exclusive new Duplex Last, its lines are trimmer, more flexible, lighter on the foot. Only Stacy-Adams Shoes give you such a superb combination of refined Continental styling and perfect-fitting comfort.

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STARCRAFT—Five Star Ftwr., 43-01 22nd St., Long Island City N. Y. (B-G-I)
STARGLOW—International Shoe Co., Sundial Div., 1509 Washington Ave., St., Louis, Mo—Manufacturer-Wholesaler (W)
STARLETTES—D. Myers & Sons, Inc., Sherwood & Curtain Aves., Baltimore, Md.—Wholesaler (W)
STARLIFTS—Seth Gaffin Shoes, Inc., 146 Duane St., New York, N. Y.—Wholesaler (W)
STARLITE—Five Star Ftwr., 43-01 22nd St., Long Island City, N. Y. (B-G-I)
STARS BY KNIGHT—Knight Slipper Co., 253-36th St., Brooklyn, N. Y.
STARS OF TEXAS—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
STAR VALUE—International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
STA-SHINE LEATHER—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
STATESMAN—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
STATE STREET—Ambassador Shoe Corp., Mill St., Webster, Mass. (M)
STATLER—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
STATLER SUPER SERVICE—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
STAT-O-SOLE—International Shoe Co., Hy-Test Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
STATURAID SHOES—Joseph Burger 781 E. 142nd St., New York, N. Y. (M)
STEADY-STEPPERS—Virginia Shoe Corp., Fredericksburg, Va.—Manufacturer-Wholesaler
STEEPLE JACK SERVICE SHOES—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
STEP & GO—Charing Cross Shoes Ltd., 131 Duane St., New York, N. Y.—Wholesaler (W-G)
STEP-ELATOR—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M-W)
STEP MASTER—Step Master Shoes, Inc., Div. of Ettelbrick Shoe Co., Greenup, Ill. (B-G-I)
STEP MASTER SHOES—Ettelbrick Shoe Co., Greenup, Ill. (B-G)
STEPPER—748 Main St., Cambridge, Mass. (M-B)
STEPPING STONE—Stepping Stone Shoes, Div. Lucille Ftwr. Co., Williamsport, Pa. (G-B-I)

Step Master
SHOES
for boys and girls

STEP MASTER SHOES, INC.
GREENUP, ILLINOIS
Division of Ettelbrick Shoe Co.

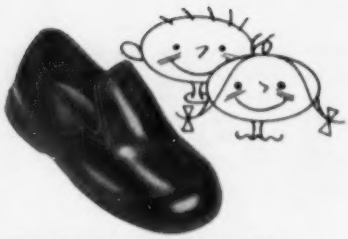
STEP-RITE—Ideal Shoe Co., 216 N. Third St., Philadelphia, Pa.—Wholesaler (B-G)
STEP-TOES BY COAST BALLET—Coast Ballet Mfg. Co., 5104 Santa Monica Blvd., Hollywood, Calif. (W)
STERLING—Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (M)
STETSON CORVETTE—The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)
STETSON HEALDARCH SHOES—The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)
STETSONIAN—The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)
STETSON INDIO—The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)
STETSON ITALIANO—The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)
STETSON OLD MASTERS—The Stetson Shoe Co., Inc., 541 Main St., Weymouth, Mass. (M)
STETSON PALMETTO—The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)
STETSON RELAY—The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)
STETSON SARATOGA—The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)
STETSON SHOES—The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)
STETSON STROP LEATHER CASUALS—The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)
STEWART BOOTS—Stewart Boot Co., Inc., 2021 E. 14th St., Tucson, Ariz. (M-W)
STEWART-ROMERO BOOTS—Stewart Boot Co., Inc., 2021 E. 14th Street, Tucson, Ariz. (M-W)
STOCKADE SERVICE SHOES—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
STONE MOUNTAIN SHOES—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
STONEWALL JACKSON—H. O. Toor Shoe Corp., 350 Fifth Ave., New York, N. Y. (B-G)
STORM-ABOUTS—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
STORMABOUTS—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
STORMETTE—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
STORM-EZE—Torch Rubber Co., Inc., 1302 Inwood Ave., New York, N. Y. (W)
STORM-SEAL'D—Charles A. Eaton Co., 147 Center St., Brockton, Mass. (M)
STORM SEALED HEAVYWEIGHTS—Freeman Shoe Corp., Beloit, Wis. (M)
STORYBOOK CUSHION FOUNDATION SHOES—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (T-G-I)
STOUT-FLEX—Charles A. Eaton Co., 147 Center St., Brockton, Mass. (M)
STOVER & BEAN—Stover & Bean Co., 249 Dutton St., Lowell, Mass. (M-W-T-B-G-I)
STOVER & BEAN BASIC SHOES—Stover & Bean Co., 249 Dutton St., Lowell, Mass. (M-W-T-B-G-I)
STOVER & BEAN FLEXO-PEDICS—Stover & Bean Co., 249 Dutton St., Lowell, Mass. (M-W-T-B-G-I)
STOWAWAY—M. L. Snyder & Son, Inc., 2402 N. Jasper St., Philadelphia, Pa.
STRAPPER—Wall-Streeter Shoe Co., 26 Union St., North Adams, Mass. (M)
STRETCHMATES—Arnold Shoe Products Co., Inc., 160 Washington St., North Boston, Mass. (W-B-G-I)
STREAMLINE—Bristol Mfg.Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
STREETER SYSTEM SHOE—Wall-Streeter Shoe Co., 26 Union St., North Adams, Mass. (M)
STRIDER—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
STRIDER—R. J. Potvin Shoe Co., 22 Station Ave., Brockton, Mass. (I)
STRIDE POSITIONER—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
STRIDE RITE SHOE, THE—The Green Shoe Mfg. Co., 906 Harrison Ave., Boston, Mass. (B-G-I)
STRIKE—A. Jacobs & Sons Co., Inc., 162 Eastern Ave., Lynn, Mass. (M-W-B)
STROKE-MASTER GOLF SHOES—E. E. Taylor Corp., Mill St., Freeport, Me. (M-W)
STROLLER—L. B. Evans' Son Co., 37 Water St., Wakefield, Mass. (M)
STRONG-ARCH—Gardiner Shoe Co., Inc., P. O. Box 642, Gardiner, Me. (M)
STROP LEATHER CASUALS BY STETSON—The Stetson Shoe Co., Inc., 541 Main St., South Weymouth, Mass. (M)
STRUTS—Frank H. Pfeiffer Co., Inc., 79 Beacon St., Worcester, Mass. (W-T)
STURDEE STILE—Huth-James Shoe, Inc., 1039 S. Second St., Milwaukee, Wis. (M)
STURDILINE—Roberts-Hart, Inc., 92 Water St., Keene, N. H. (M-B)
STURDI TRED—Burlington County Shoe Corp., 192 Water St., Mt. Holly, N. J. (I)
STURDY—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (B)
STURDY BOY—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (B)
STURDY TROTTER—H. O. Toor Shoe Corp., 350 Fifth Ave., New York, N. Y. (B-G)
STURDY WARE—H. O. Toor Shoe Corp., 350 Fifth Ave., New York, N. Y. (B-G)
STYLEADER—Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo.—Wholesaler (W)
STYLE-BILT—Fashion-Bilt Shoe Co., 522 W. Cleary St., Pontiac, Ill. (W)
STYLED BY MEIS—Charles Meis Shoe Co., 137 W. 4th St., Cincinnati, O.—Wholesaler (M-W-T)
STYL-EEZ—Styl-Eez Shoe Corp., 117 S. Main St., Auburn, Me. (W)
STYLE MASTER—Culver Mfg. Co., Inc., & Ftwr. Corp., Erin, Tenn. (M)
STYLE MATES—Culver Mfg. Co., Inc., & Ftwr. Corp., Erin, Tenn. (W)
STYLE STEPS—Culver Mfg. Co., Inc., & Ftwr. Corp., Erin, Tenn. (W)
STYL-FIT—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (W)
STYLIGHTS—George E. Keith Co., 100 Perkins Ave., Brockton, Mass. (M)
STYLISH STEPPERS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
STYL-O-PEDIC—Styl-Eez Shoe Corp., 117 S. Main St., Auburn, Me. (W)
STYL-PLUS—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (W)
SUAVES—Given Bros Inc., 225 S. Mesa, El Paso, Tex.—Wholesaler (W)
SUBURBAN HEIGHTS—Florsheim Shoe Co., 130 South Canal St., Chicago, Ill.
SUBURBANITES BY GLOV-ETT—Dodson Fisher Co., 255 E. Kellogg Blvd., St. Paul, Minn.
SUBURBAN LOUNGERS—The Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill. (M-W)
SUCCESS—International Shoe Co., Friedman-Shelby Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
SUEDETTES—Bottom Dollar Industries, Inc., 715 Izard St., Little Rock, Ark. (M-W-T)
SUFIX—Sufix Shoe Mfg. Co., 541 Shawmut Ave., Boston, Mass. (B-G)
SUGARLOAF—G. H. Bass & Co., Main St., Wilton, Me. (M-W)
SUGARLOAFER—G. H. Bass & Co., Main St., Wilton, Me. (M-W)
SULGRAVE—Nunn-Bush Shoe Co., 2822 N. 5th St., Milwaukee, Wis. (M)
SUMMERETTES—Mishawaka Rubber Co., Inc., 312 N. Hill St., Mishawaka, Ind. (W-T-G)
SUMMER SANS—Bay Bee Shoe Co., Inc., Dresden, Tenn. (B-G)
SUMMER TIME SANDALS—Bay Bee Shoe Co., Inc., Dresden, Tenn. (B-G)
SUMMERTIME SERIES—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
SUN BATH—Genesco Inc., 111 Seventh Ave., N., Nashville, Tenn.
SUN-BEAMS—M. J. Nazzaro, Inc., 912 E. Seventh St., Los Angeles, Calif. (G)
SUN-CAL—Sun Cal Ftwr., Inc., 131 S. Los Angeles St., Los Angeles, Calif. (W)
SUNCHARMERS—Bata Shoe Co., Inc., Belcamp, Md. (W)
SUNDECKERS—Jo-An Shoe Co., Inc., 629 E. 19th St., Paterson, N. J. (W)
SUNDIAL—International Shoe Co., Sundial Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
SUNDIAL MARK TWAIN—International Shoe Co., Sundial Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (B)
SUNDIAL SHOES—International Shoe Co., Sundial Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
SUNDOWNERS—Freeman Shoe Corp., Beloit, Wis.
SUN EASE—Charles Meis Shoe Co., 137 W. 4th St., Cincinnati, O.—Wholesaler (W-T-G-I)
SUN-GLO SANDALS—Hoy Shoe Co., Inc., 1128 Locust St., St. Louis, Mo. (B-G-I)
SUNHOPPERS—M. J. Nazzaro, Inc., 912 E. Seventh St., Los Angeles, Calif. (B-G)
SUNLUKS—Handcraft Co., Inc., Princeton, Wis. (W-G)
SUN-SAN SANDALS—Hoy Shoe Co., Inc., 1128 Locust St., St. Louis, Mo. (B-G-I)
SUN SLACKS—Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo.—Wholesaler (W)
SUN-STAINED—Florsheim Shoe Co., 130 South Canal St., Chicago, Ill.
SUN-STEPS CASUALS—B. F. Goodrich Co., Ftwr. Products, Hood Ftwr. Products, 36 Nichols Ave., Watertown, Mass. (W-T)
SUN STRIDE—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
SUN TANS—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
SUN VALLEY—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
SUPER ARCH—International Shoe Co., Peters Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
SUPERB—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
SUPER BROGUE—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
SUPER CHIEF—O'Donnell Shoe Co., Inc., 601 Washington St., Lynn, Mass. (M)
SUPERCRAFT—French Shriner & Urner Mfg. Co., 443 Albany St., Boston, Mass. (M)
SUPER CUSHION VEL-FLEX—George E. Keith Co., 100 Perkins Ave., Brockton, Mass. (M)
SUPER DUDES—Seaboard National Shoe Co., 22 S. Hanover St., Baltimore, Md. (M-W-T-B-G-I)
SUPER ENGINEER BOOT—A. J. Beford Shoe, Inc., Kline St., Lititz, Pa. (M)
SUPER FLEX—International Shoe Co., Queen Quality Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
SUPER FOAMTREAD—Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M-W-T-B-G-I)
SUPERGA—Trans World Shoe Corp., 47 W. 34th St., New York, N. Y.—Importer (M-W)
SUPERIOR—Powell & Campbell, Inc., 122 Duane St., New York, N. Y.—Wholesaler (M)
SUPER STRIKE—A. Jacobs & Sons Co., Inc., 162 Eastern Ave., Lynn, Mass. (M-W)
SUPOR DUPOR—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
SUPREME FASHION—Nu-Way Shoe Co., Inc., 142 Duane St., New York, N. Y.—Wholesaler (W)
SURE-REST—C. A. Grosvenor Shoe Co., Inc., 70 Central St., Worcester, Mass. (M-W-T-B-G-I)
SURF—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
SURF CLUB—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
SURFSHU—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
SURFSIDERS—Freeman Shoe Corp., Beloit, Wis. (M)

SURF STAR—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
SUSAN-ETTES—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (T-G)
SUSAN STRONG—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (W)
SWAGS—Danvers Shoe Co., Inc., Manchester, N. H.
SWAN—Swan Shoe Co., Inc., 3001 E. Madison St., Baltimore, Md. (M-W-B-G)
SWANK—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
SWANKEES—Rogers Bros. Shoes, Inc., 137 Kneeland St., Boston, Mass. —Wholesaler (W)
SWEETBRIAR—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
SWEET SIOUX — Welico Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (W)
SYL-O-MOC—R. J. Potvin Shoe Co., 22 Station Ave., Brockton, Mass. (I)
SYLVIA CHRISTIE—Selwyn Shoe Mfg. Co., 1204 Washington Ave., St. Louis, Mo. (W)

T

TACONIC MOCS — Wall-Streeter Shoe Co., 26 Union St., North Adams, Mass. (M)
TAGALONGS — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
TAHITI — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
TAILORED TRED—D. Myers & Sons, Inc., Sherwood & Curtain Aves., Baltimore, Md.—Wholesaler (W)
TALISMAN—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
TALK-ABOUTS—Weiss-Lawrence, Inc., Park St., Dover, N. H. (W-T-B-G-I)
TALL TEXAN—Texas Boot Mfg. Co., Inc., Lebanon, Tenn.
TANDEMS — Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (W)
TANTALIZERS—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (W)
TAPER TOE — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
TARGET—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (B)
TARRATINE — Moose River Shoe Co., Inc., 417 N. Main St., Old Town, Me. (M-W-B)
TARSAL TRED—Godman Shoe Co., Columbus, O. (W)
TARSO MEDIUS—Maurice J. Markell Shoe Co., Inc., 332 South Broadway, Yonkers, N. Y.—Wholesaler (B-G-I)
TARSO OUTFLARE—Maurice J. Markell Shoe Co., Inc., 332 South Broadway, Yonkers, N. Y.—Wholesaler (B-G-I)
TARSO PRONATOR—Maurice J. Markell Shoe Co., Inc., 332 South Broadway, Yonkers, N. Y.—Wholesaler (B-G-I)
TARSO SUPINATOR—Maurice J. Markell Shoe Co., Inc., 332 South Broadway, Yonkers, N. Y.—Wholesaler (B-G-I)
TAYLOR-MADE SHOES—E. E. Taylor Corp., Mill St., Freeport, Me. (M-B)
TECHNICIANS—P. W. Minor & Son, Inc., 33 State St., Batavia, N. Y. (W)
TED WILLIAMS ROD & GUN SHOES—E. E. Taylor Corp., Mill St., Freeport, Me. (M-B)
TEE GEEZ — Lissak & Company, 100 Sawyer Street, New Bedford, Mass. (W)
TEENAGE — Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (T)
TEENERS — Rogers Bros. Shoes, Inc., 137 Kneeland St., Boston, Mass. —Wholesaler (B-G)
TEENERS BY HURD—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y. —Wholesaler (W-T-G)
TEENETTES—Weymouth Shoe Co., 22 Park St., Lewiston, Maine (G-I)
TEEN QUEEN—Kristine Shoe Co., Inc., 29 Elm St., Salisbury, Mass. (W-T-G)
TEEN TRAVELERS—Godman Shoe Co., Columbus, O. (G)
TEEN TOWNERS — Fronia Shoe Co., Inc., Mill St., Dover, N. H. (W-G)
TEE TIMERS—P. W. Minor & Son, Inc., 33 State St., Batavia, N. Y. (W)
TEITZEL-JONES — Teitzel-Jones Div., Connolly Shoe Co., Stillwater, Minn.
TEL-E-TYME—L. B. Evans' Son, Co., 37 Water St., Wakefield, Mass. (M)
TELEVISION BOOT — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
TEMPO—Advance Theatrical Co., 32 W. Randolph St., Chicago, Ill.—Wholesaler (M-W-B-G)
TEMPO—G. H. Bass & Co., Main St., Wilton, Me. (M-W)
TEMPOS BY NATURAL POISE—Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo.—Wholesaler (W)
TERRIER—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
TERRILEES FASHION BOOTIES—Lassie Ftwr., Inc., 47 W. 34th St., New York, N. Y. — Wholesaler-Importer (W)
TERRY—Terry Ftwr. Corp., 1309 Cromwell Ave., New York, N. Y. (B-G-I)
TERRY — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
TERRY HARPER — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
TERRY-TEENS—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
TERRY TUFFIES—Alco Ranch Washable Ftwr. Co., 324 S. Chadbourne St., San Angelo, Tex. (W-T-G)
TEXAS — Texas Boot Mfg. Co., Inc., Lebanon, Tenn.
TEXAS RAMBLER — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
TEXAS RANGER—Sufix Shoe Mfg. Co., 541 Shawmut Ave., Boston, Mass. (B-G)
TEXAS TUFFIES—Alco Ranch Washable Ftwr. Co., 324 S. Chadbourne St., San Angelo, Tex. (W-T-G-I)
TEX-BOOT—Diaper Jeans, Inc., 315 W. Chestnut St., Denison, Tex. (I)
TEX MOC—Linda-Jo Shoe Co., Inc., 420 W. Garnett St., Gainesville, Tex. (W-G)
THAYER McNEIL — Florsheim Shoe Co., 130 South Canal St., Chicago, Ill.
THEATRICALS — Berned Shoe Co., 207 Essex St., Boston, Mass.—Wholesaler (M-B-G)
THEODORE—Wolsam, Ltd., 524 Broadway, New York, N. Y. (W)
THERMOBOOTS—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W)
THERMO-KING — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
THERMO-LITES — Mishawaka Rubber Co., Inc., 312 N. Hill St., Mishawaka, Ind. (M-W-T-B-G)
THERMO-SHU—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
THERMO TREDS — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
THEY'RE TOPP'S — Topp's Lambskin Fashions, Inc., 312 N. Perry St., Johnstown, N. Y. — Manufacturer-Wholesaler (M-W)
THOMAS BULWARK — Brilliant Bros. C., 190 Lincoln St., Boston, Mass.—Wholesaler (M)
THOMAS CORT SHOES—E. E. Taylor Corp., Mill St., Freeport, Me. (M)
THOMAS SHOES—Brilliant Bros. Co., 190 Lincoln St., Boston, Mass. —Wholesaler (M)
THOMPSON BROS.—Howard & Foster Co., Inc., 160 Pleasant St., Brockton, Mass. (M)
THOROGOOD—Weinbrenner Corp., 2025 N. Summit Ave., Milwaukee, Wis. (M)
THRALL-MATES—Rex Shoe Co., Inc., 209 W. 33rd St., New York, N. Y. (W)
3 CUSHION RES-TRED—Freeman Shoe Corp., Beloit, Wis. (M)
3 DIMENSION FIT — Freeman Shoe Corp., Beloit, Wis. (M)
THREE STAR RANCHER—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (B-G)
THRIFTEE LINE—Gotham Shoe Mfg. Co., Inc., 126 Park Ave., Binghamton, N. Y. (M-W)
THRIFTY STEPS—Step Master Shoes, Inc., Div. of Ettelbrick Shoe Co., Greenup, Ill. (B-G-I)
THUNDER BUCKS—International Shoe Co., Friedman-Shelby Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
THUNDER-JETS — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
TICK TOCK — Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo.—Wholesaler (B-G)
TIMBERLINE—Danner Shoe Mfg. Co., 110 S. E. 82nd St., Portland, Ore. (M)
TIMES SQUARE—Given Bros., Inc., 225 S. Mesa, El Paso, Tex.—Wholesaler (M-B)
TINA—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (G)
TINGLEY RUBBER FOOTWEAR — Tingley Rubber Corp., 903 Ross St., Rahway, N. J. (M-W-T-B-G)
TINY TODDLE—Hahn Shoe Mfg. Co., 1615-25 W. Indiana Ave., Philadelphia, Pa. (B-G-T-I)
TIPPY TOES—Diaper Jeans, Inc., 315 W. Chestnut St., Denison, Tex. (W-G)
TIP TOE—Barry Mfg. Co., Inc., Ayer Shoes, Inc., 8 Summer St., Lynn, Mass. (I)
TIRELESS TREAD—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
TODDLERS — International Shoe Co., Friedman-Shelby Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (I)
TODDLE TOES—Powell & Campbell, Inc., 122 Duane St., New York, N. Y. —Wholesaler (B-G)
TOD-L-MOCS—R. J. Potvin Shoe Co., 22 Station Ave., Brockton, Mass. (I)
TOE TOASTERS—Sherman Bros. Mfg. Co., 66 N. Main St., South Norwalk, Conn. (W)
TOE TRAINERS—Powell & Campbell, Inc., 122 Duane St., New York, N. Y. —Wholesaler (B-G)
TOMAHAWK — Arrowhead Mfg. Co., 5103 Ramsey St., Duluth, Minn. (W)
TOMAHAWK—International Shoe Co., Winthrop Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
TOM-A-MOC—Ross Shoes, Inc., 2 Washington St., North Reading, Mass. (M-B)
TOMMY TUCKER—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (B)
TOM SWIFT ARCH FEATURE SHOES —Herbst Shoe Mfg. Co., 2775 N. 32nd St., Milwaukee, Wis. (B)
TOM SWIFT SHOES—Herbst Shoe Mfg. Co., 2775 N. 32nd St., Milwaukee, Wis. (B)
TOM TERRY — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
TOM TERRY, JR. — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
TOM TOM PAC — House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)
TONI PALLETTE ORIGINALS — Pal Mfg. Co., 3405-15 Glendale Blvd., Los Angeles, Calif.—Wholesaler (W)
TONY LAMA BOOTS—Tony Lama Co., Inc., 209-219 S. Oregon, El Paso, Tex. —Manufacturer-Wholesaler (M-W-B-G)
TOPCRAFT—Yankee Shoemakers, Div. Sam Smith Shoe Corp., Main St., Newmarket, N. H.
TOP NOTCH — Beacon Falls Rubber Ftwr., Beacon Falls, Conn. (M-W-T-B-G)
TOP NOTCH FLASH — Beacon Falls Rubber Ftwr., Beacon Falls, Conn. (M)
TOP NOTCH GRIPS — Beacon Falls Rubber Ftwr., Beacon Falls, Conn. (M-W-T-B-G)
TOP NOTCH SIREN — Beacon Falls Rubber Ftwr., Beacon Falls, Conn. (M)
TOP NOTCH STREAMWOOD — Beacon Falls Rubber Ftwr., Beacon Falls, Conn. (M-B)
TOPS—Bristol Mfg. Corp.—54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
TOREADOR—George E. Keith Co., 100 Perkins Ave., Brockton, Mass. (M)
TOREADOR'S—Nina Ftwr. Co., Inc., 89 W. 3rd St., New York, N. Y. (W)
TOTES—So-Lo Marx Rubber Co., Loveland, O. (M-W-T-B-G)
TOTS—Jo-Gal Shoe Co., Inc., Canal St., Lawrence, Mass. (I)
TOUCHDOWN—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-B-G)
TOUGH WEAR — Powell & Campbell, Inc., 122 Duane St., New York., N. Y. —Wholesaler (M-B)
TOURNAMENT — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
TOWER TROTTER—Tower Shoe Mfg. Corp., 241 Taaffe Pl., Brooklyn, N. Y. (B-G)
TOWN & COUNTRY—Town & Country Shoes, Inc., 201-203 N. Missouri, Sedalia, Mo. (W)
TOWN & TRAVEL — Riverside Shoe Corp., North St., Millersburg, Pa. (W)
TOWNHOUSE—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-B)
TOWNLINER—Hubbard Shoe Co., Inc., Rochester, N. H., (M)
TOWN RUSTICS — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
TOWN-SHU — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
TOWN SQUIRES—Freeman Shoe Corp., Beloit, Wis. (M)
TOWNSTREET — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.

Our customers tell us – "We fit all shoes better, with ⅓ the inventory. Nearby distributors give us quick fill-ins. The markup is O. K. That's why we sell Tingley's. As simple as that. We make MORE MONEY."



CHILDREN'S, YOUNGSTERS' AND BOYS' RUBBERS

They grow with growing feet. Nine sizes fit any type of shoe from little tots' 6½ to big boys' size 7. All sizes in black and brown. Children's and Youngsters' also in red and yellow. Narrow widths for girls' party shoes. Retail $2.25 to $3.10.

another TINGLEY first!

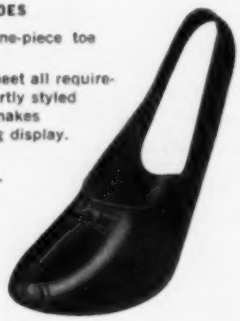
KNEE-HI OVER-THE-SHOE CLOSURE BOOT . . .

⅓ the Weight of Standard Lined Knee Boots. These new boots are ideal for industrial, farm and irrigation workers, policemen, firemen and hunters, too. 4 sizes fit all men's shoe sizes. Suggested retail — natural rubber $7.95. Neoprene $11.25.

TINGLEY TOES

(women's one-piece toe rubbers)

Two sizes meet all requirements. Smartly styled packaging makes eye-catching display. Black only. Retail $1.69.



FREE
with order of 72 pair of rubbers or boots (any assortment)

MEN'S CLOGS

More Tingley Clogs are sold than any other brand. Four sizes fit shoe sizes 6 to 13. In black, brown and pure gum. Retail at $2.95 to $4.19.

HI-TOP WORK RUBBERS

Same protection as 2-buckle arctics but far lighter. Tough and rugged. Fit even heavy work shoes — no lining to snag or tear. Easily cleaned. In black rubber or neoprene. Retail $3.99 and $5.65.

TINGLEY
RUBBER CORPORATION
RAHWAY, NEW JERSEY • Est. 1896

MEN'S SANDAL

Will fit every man's shoe **better**— from fine narrow dress shoes to heavy brogues. Four sizes fit shoe sizes 6½ to 13. In black and brown. Retail $3.19 to $4.35.

Nationally advertised in THE SATURDAY EVENING POST • LIFE • PARENTS' and Farm Magazines

CHILDREN'S BOOTS

All rubber — not plastic — molded one piece. Easy on — can't pull off. Four sizes fit shoe sizes 5-13. In black, red, brown and yellow. Retail $2.99 and $3.25.

TINGLEY SEALS

(Youngsters' Boots)
A higher boot for older children. Button, strap and loop are integral parts of boot. Won't pull off. Light but tough and rugged. Three sizes fit shoes 13-6. Retail $3.65 to $3.89.

MEN'S STORM — The most versatile rubber available. In black rubber or neoprene. The latter stand up even under Atomic Energy decontamination. Four sizes fit shoes 6½ to 13. Retail $3.25 to $5.00. Also with Tri-Vac Safety Sole in rubber or neoprene. Retail $4.20 to $6.00.

MEN'S 10" CLOSURE BOOT

Lightweight — all rubber — no fabric lining. Same protection as 4- buckle arctic. "Bellows" action gives air circulation. Offers rugged service for suburbanites, farmers, and all industrial use. Four sizes fit any shoe 6½ to 13. Retail $5.99 to $9.35.

SHOE MANUFACTURERS

TRADEBUILDERS—M. T. Shaw, Inc., 52 Abbott Ave., Coldwater, Mich. (M)
TRAILER—R. J. Potvin Shoe Co., 22 Station Ave., Brockton, Mass. (I)
TRAILMASTER — G. H. Bass & Co., Main St., Wilton, Me. (M)
TRAIL'S END—G. H. Bass & Co., Main St., Wilton, Me., (M-W)
TRAVEL AID — Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo. — Wholesaler (W)
TRAVELLETTE BY KNIGHT—Knight Slipper Co., 252-36th St., Brooklyn, N. Y.
TRAVELIGHT—Culver Mfg. Co., Inc., & Ftwr. Corp., Erin, Tenn. (M)
TRAVEL MOCS—Alco Ranch Washable Ftwr. Co., 324 S. Chadbourne St., San Angelo, Tex. (W)
TRAVELOGS — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
TRAVELONS — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
TRAVEL PAL — Travel Pal Novelty Mfg. Corp., 57 E. 11th St., New York, N. Y. (M-W-B-G)
TRAVELRITE—M. K. Weil Shoe Co., 1215 Washington Ave., St. Louis, Mo. —Wholesaler (W)
TRAVEL TRED — Diaper Jeans, Inc., 315 W. Chestnut St., Denison, Tex. (M)
TREADEASY SHOES—P. W. Minor & Son, Inc., 33 State St., Batavia, N. Y. (W)
TREAD-TESTED — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
TREASURE CHEST—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (B)
TREDFLEET — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
TREND—Trend Shoes, Inc., 209 W. 33rd St., New York, N. Y. (W)
TRES JOLIES—Penobscot Shoe Co., 179 Lincoln St., Boston, Mass. (M-W-T-B-G)
TRES-LO — Florsheim Shoe Co., 130 South Canal St., Chicago, Ill.
TRIBALANCE—Hack Shoe Co., 28 W. Adams Ave., Detroit, Mich.—Wholesaler
TRIBAL MOCCASINS — Skee-Jin Moccasin Co., Box 140, Old Town, Me. (M-W-B-G)
TRICKLETTE—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
TRIMFOOT SHOES — Trimfoot Co., Farmington, Mo. (I)
TRIM TRED—International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Ave., St. Louis, Mo. — Manufacturer-Wholesaler (W)
TRINITY—Powell & Campbell, Inc., 122 Duane St., New York, N. Y.—Wholesaler (W)
TRIOS—International Shoe Co., Peters Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (T)
TRIPLEWEAR—A. J. Beford Shoe, Inc., Kline St., Lititz, Pa. (M)
TRITOMIC SAFETY SHOES—John Addison Footwear, Inc., 49 Cotting Ave., Marlboro, Mass. (M)
TROPHY — International Shoe Co., Great Northern Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
TROTTER—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
TROYLINGS — Lown Shoes, Inc., 67 Minot Ave., Auburn, Me.
TRU-BILT—Truitt Bros., Inc., Belfast, Me. (M-B)
TRU-FIT—Medwed Ftwr., Inc., Walnut St., Skowhegan, Me. (M-W-T-B-G)
TRUESTEPS—True Quality Shoe Co., Inc., 90 Mill St., Rochester, N. Y. (I)
TRUE STEP SHOES — Dunn & McCarthy, Inc., Washington St., Auburn, N. Y. (W)
TRU-FLEX—Truitt Bros., Inc., Belfast, Me. (M-B)
TRU-MOCS—Phyllis Shoe Co., Inc., 95 Bridge St., Lowell, Mass. (T)
TRU-PED-IC—Doyle Shoe Co., Cor. Warren Ave. & Pleasant St., Brockton, Mass.
TRU-REST — International Shoe Co., Sundial Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
TRU VALUE—Roberts-Hart, Inc., 92 Water St., Keene, N. H. (M)
TRUWALK—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
TRYLE-WALK SHOES — Miller Shoe Co., 4015 Cherry St., Cincinnati, O. (W)
TUF—Dunham's, 135 Main St., Brattleboro, Vt.—Wholesaler (M-B)

Trimfoot Baby Deer
SHOES FOR THE FORMATIVE YEARS
TRIMFOOT COMPANY FARMINGTON, MO.

TUFFER—International Shoe Co., Peters Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (B)
TUFFLITE — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
TUFF SHIELD—Krieger & Rosen Shoe Co., Inc., 346 Carroll St., Brooklyn, N. Y. (B-G)
TUFFWARE—H. O. Toor Shoe Corp., 350 Fifth Ave., New York, N. Y. (B-G)
TUFF WEAR—A. S. Kreider & Son Co., 315 N. Chestnut St., Palmyra, Pa. (M)
TUFFY—Red Wing Shoe Co., 129 Main St., Red Wing, Minn. (B)
TUFNUT — Juvenile Shoe Corporation of America, Carnation Drive, Aurora, Mo. (B-G-I)
TUF-TEX—International Shoe Co., Sundial Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
TUMBLIN TIM — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (B)
TUNDRA—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W-G)
TURNPIKE, THE—International Shoe Co., Vitality Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
TURTLENECKS — Weiss-Lawrence, Inc., Park St., Dover, N. H. (M-W-T-B-G-I)
TU-WAY—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
TWEEDETTES—Tweedie Ftwr. Corp., 110 Jefferson St., Jefferson City, Mo. (W)
TWEEDIES—Tweedie Ftwr. Corp., 110 Jefferson St., Jefferson City, Mo. (W)
TWEEDIE SUBURBANS — Tweedie Ftwr. Corp., 110 Jefferson St., Jefferson City, Mo. (W)
TWEENS BY GOLO—Golo Ftwr. Corp., 350 Fifth Ave., New York, N. Y. (G)
TWEEN TEENS—Fronia Shoe Co., Inc., Mill St., Dover, N. H. (W-G)
TWEEN TEENS—Viner Bros., Inc., 304 Hancock St., Bangor, Me. (T)
TWENTY-ONES — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
TWILIGHT COMFORTS—C. A. Grosvenor Shoe Co., Inc., 70 Central St., Worcester, Mass. (M-W-T-B-G-I)
TWINKIE—Moran Shoe Co., Ninth & Railroad, Carlyle, Ill. (I)
TWINKLES — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (G)
TWINKLETOES — Torch Rubber Co., Inc., 1302 Inwood Ave., New York, N. Y. (W)
TWINKLE TOES—Powell & Campbell, Inc., 122 Duane St., New York, N. Y. —Wholesaler (W-B-G)
TWISPER—Culver Mfg. Co., Inc., & Ftwr. Corp., Erin, Tenn. (W)
TWIXIES—D. Myers & Sons, Inc., Sherwood & Curtain Aves., Baltimore, Md.—Wholesaler (W-G)
TWIXTEENS—D. Myers & Sons, Inc., Sherwood & Curtain Aves., Baltimore, Md.—Wholesaler (W-G)
TWO FEATHERS—Edmor Shoe Mfg. Co., 1234 Carpenter St., Philadelphia, Pa. (I)
TWO PLANE — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
TYER—Tyer Rubber Co., 10 Railroad St., Andover, Mass. (M-W-T-B-G-I)
TY-LO—United States Shoe Corp. 1658 Herald Ave., Cincinnati, O. (W)
TY-MOC — Sebago-Moc Co., Mechanic St., Westbrook, Me. (M)
TY-ROLER—House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)
TYRON—Tyer Rubber Co., 10 Railroad St., Andover, Mass. (M-W-T-B-G-I)

U

U. S. ESKILOOS—United States Rubber Co., 1230 Avenue of the Americas, New York, N. Y. (W-T)
U. S. GAYTEES—United States Rubber Co., 1230 Avenue of the Americas, New York, N. Y. (W-T-B-G-I)
U. S. INSUL AIR GAYTEES—United States Rubber Co., 1230 Avenue of the Americas, New York, N. Y. (W-T-B-G-I)
U. S. KEDETTES—United States Rubber Co., 1230 Avenue of the Americas, New York, N. Y. (W-T-G)
U. S. KEDS—United States Rubber Co., 1230 Avenue of the Americas, New York, N. Y. (M-W-T-B-G-I)
U. S. KEDS BOOSTER—United States Rubber Co., 1230 Avenue of the Americas, New York, N. Y. (M-B)
U. S. PAK-A-WAY—United States Rubber Co., 1230 Avenue of the Americas, New York, N. Y. (M-T)
U. S. PAK-A-WAY JR.—United States Rubber Co., 1230 Avenue of the Americas, New York, N. Y. (B-G-I)
U. S. PRO-KEDS—United States Rubber Co., 1230 Avenue of the Americas, New York, N. Y. (M-W-B)
U. S. RAINPALS—United States Rubber Co., 1230 Avenue of the Americas, New York, N. Y. (W-T-G-I)
U. S. RAINTONES—United States Rubber Co., 1230 Avenue of the Americas, New York, N. Y. (W-T)
U. S. ROYAL—United States Rubber Co., 1230 Avenue of the Americas, New York, N. Y. (M-W-T-B-G-I)
U. S. ROYALAC—United States Rubber Co., 1230 Avenue of the Americas, New York, N. Y. (M)
U. S. ROYAL TEMPERED RUBBER—United States Rubber Co., 1230 Avenue of the Americas, New York, N. Y. (M)
UNIVERSAL — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
UNIVERSITY CLUB—A. S. Kreider & Son Co., 315 N. Chestnut St., Palmyra, Pa. (M-B)
UPTOWNS — International Shoe Co., Roberts, Johnson & Rand Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
UTICA—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M-W-T-B-G)

V

VAGABOND—Kute Kiddies Shoe Co., Inc., 95 Bridge St., Lowell, Mass.
VAGABONDS—Seth Gaffin Shoes, Inc., 146 Duane St., New York, N. Y.—Wholesaler (W)
VAGABONDS—Tober Saifer Shoe Mfg. Co., 1204 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
VAGABOS—Trans World Shoe Corp., 47 W. 34th St., New York, N. Y.—Importer (M)
VALENTE — Ideal Shoe Co., 316 N. Third St., Philadelphia, Pa.—Wholesaler (W-T)
VALENTINES—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
VALLEY—Valley Shoe Corp., 2868 S. 13th St., St. Louis, Mo. (W)
VALUE BUILT—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
VAN ARDEN—Andrew Geller, Inc., 735 Lorimer St., Brooklyn, N. Y. (W)
VANEVE—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
VARSITY DRAG — Weiss-Lawrence, Inc., Park St., Dover, N. H. (T)
VARSITY VOGUES—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (B-G)
VELOUR BUCK—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
VELVET-EEZ—Mason Shoe Mfg. Co., 38 E. Grand Ave., Chippewa Falls, Wis. (M)
VELVETEX—Tyer Rubber Co., 10 Railroad St., Andover, Mass. (M-W-T-B-G-I)
VELVET STEP — International Shoe Co., Peters Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
VELWOODS—Reece Wooden Sole Shoe Co., 13th St. & 41st Ave., Columbus, Neb. (M-W-B-G)
VENCELLI—Lester Pincus Shoe Corp., 131 Duane St., New York, N. Y.—Wholesaler (W)
VERI-FLEX — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
VIBRANT STEP — Gardiner Shoe Co., Inc., P. O. Box 642, Gardiner, Me. (W)
VICEROY—Trans World Shoe Corp., 47 W. 34th St., New York, N. Y.—Importer (M)
VICTORIA CROSS—Tober Saifer Shoe Mfg. Co., 1204 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
VICTORIES — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn.
VICTOR PERONI—Hill Bros. Co., 120 Central St., Hudson, Mass. (M)
VICTORY — Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
VIKING—Danner Shoe Mfg. Co., 110 S. E. 82nd St., Portland, Ore. (M)
VIKING—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
VIKING—C. S. Marston, Inc., 9 Park St., Georgetown, Mass.
VISCOUNT—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
VITAL ARCH—International Shoe Co., Sundial Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
VITALITY — International Shoe Co., Vitality Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
VITALITY OPEN ROAD—International Shoe Co., Vitality Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
VITALITY WANDERLUST — International Shoe Co., Vitality Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (W)
VITAPOISE — International Shoe Co., Vitapoise Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (B-G-I)
VIVENTE QUATTRO—Johansen Bros. Shoe Co., 3642 Laclede Ave., St. Louis, Mo.
VOGUARE—International Shoe Co., Accent Div., 1509 Washington Ave., St. Louis, Mo. — Manufacturer - Wholesaler (W)
VOGUE — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (W)
VOLCO—P. H. Volk Co., 2 W. Lombard St., Baltimore, Md.—Wholesaler (M-W)
VOLCO-ETTES—P. H. Volk Co., 2 W. Lombard St., Baltimore, Md.—Wholesaler (W)
VOLPINI—Fuchs Bros. Sales Corp., 47 W. 34th St., New York, N. Y.—Importer (M)
VOYAGERS — Freeman Shoe Corp., Beloit, Wis. (M)
VULFLEX—Eagle Shoe Mfg. Co., Inc., 2050 Revere Beach Pkwy., Everett, Mass. (M-B)

W

WACO KID—Seaboard National Shoe Co., 22 S. Hanover St., Baltimore, Md. (M-W-T-B-G-I)
WADETTE—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-B)
WADEZE—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-B)
WAD-IN—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-B)
WADSWORTH — International Shoe Co., Great Northern Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
WALK-AID—Gardiner Shoe Co., Inc., P. O. Box 642, Gardiner, Me. (W)
WALK EASY—Stephen Putney Shoe Co., Box 3 S, Richmond, Va.—Wholesaler (M)
WALKER—B. B. Walker Shoe Co., Dixie Dr., Asheboro, N. C. (M-B)
WALKEZE—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-T-B-G-I)
WALKING ON AIR-FOAMTREAD — Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M-W-T-B-G-I)
WALKMASTER — Chris Laganas Shoe Co., Jackson St., Lowell, Mass. (W)
WALK-O-PEDIC — Nu-Way Shoe Co., Inc., 142 Duane St., New York, N. Y.—Wholesaler (W)
WALK-OVER — George E. Keith Co., 100 Perkins Ave., Brockton, Mass. (M-W)
WALKRIGHT—Barclay Shoe Corp. Div. Orange Shoe Mfg. Co., Orange, Mass. (W)
WALKSTERS—Charles Meis Shoe Co., 127 W. 4th St., Cincinnati, O.—Wholesaler (W-T)
WALL MARK—Wall-Streeter Shoe Co., 26 Union St., North Adams, Mass. (M)
WALLOPERS—Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (I)
WALL - STREETER — Wall - Streeter Shoe Co., 26 Union St., North Adams, Mass. (M)
WARD HILL—Knipe Bros.-Ward Hill Shoes, Inc., P. O. Box 642, Gardiner, Me. (M-B)
WARMETTES—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-B-G)
WARMEZE—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-B-G)
WARM FRIENDS—B & B Shoe Co., 226 W. Schiller St., Chicago, Ill. (M-W)
WARMSTERS—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (M-W-B-G)
WATERBURY—S. Waterbury & Son Co., 1212 Wood St., Philadelphia, Pa. (B-G)

Walker
BRAND
WORK SHOES
Established 1947
THE FASTEST GROWING NAME IN WORK AND SPORTING FOOTWEAR IN AMERICA
B. B. WALKER SHOE COMPANY
ASHEBORO, NORTH CAROLINA

WAUKEZE — Endicott Johnson Corp., Sales Bldg., Endicott, N. Y.—Manufacturer-Wholesaler (M)
WEAR BEST—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
WEATHERALLS—Plastix Ftwr. Corp., 1600 S. Flower St., Los Angeles, Calif. (T-B-G)
WEATHER BIRD—International Shoe Co., Peters Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (B-G-I)
WEATHERETTES — National Transparent Plastics Div., Servus Rubber Co., 51 Front St., Springfield, Mass. (W)
WEATHERIZED WEATHER BIRD SHOES — International Shoe Co., Peters Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (B-G-I)
WEATHERMAN — Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
WEATHER PAL — National Transparent Plastics Div., Servus Rubber Co., 51 Front St., Springfield, Mass. (T-B-G)
WEATHERPROOFERS — Mishawaka Rubber Co., Inc., 312 N. Hill St., Mishawaka, Ind. (M-W-T-B-G)
WEATHERPROOFS—Mishawaka Rubber Co., Inc., 312 N. Hill St., Mishawaka, Ind. (M-W-T-B-G)
WEATHER-SEALED — Charles A. Eaton Co., 147 Center St., Brockton, Mass. (M)
WEATHERVAINS — Converse Rubber Co., 392 Pearl St., Malden, Mass. (W-T-B-G)
WEB SHOE, THE—Joseph Burger, 781 E. 142nd St., New York, N. Y. (M-W)
WEBSTER—B-W Ftwr. Co., Inc., Mill St., Webster, Mass. (M)
WEBSTER — Brilliant Bros. Co., 190 Lincoln St., Boston, Mass. — Wholesaler (M)
WEE DEBS—Ideal Shoe Co., 316 N. Third St., Philadelphia, Pa.—Wholesaler (G-I)
WEEJUNETTES—G. H. Bass & Co., Main St., Wilton, Me. (W)
WEEJUNS—G. H. Bass & Co., Main St., Wilton, Me. (M-W-B-G-T)
WEEJUN SOVEREIGN—G. H. Bass & Co., Main St., Wilton, Me. (M)
WEEJUN TIE—G. H. Bass & Co., Main St., Wilton, Me. (M-W-B-G-T)
WEEJUN ZEFR—G. H. Bass & Co., Main St., Wilton, Me. (M)
WEE-MOCS—G. H. Bass & Co., Main St., Wilton, Me. (I)
WEE-TOTS—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (B-G)
WEE TWINS—Badorf Shoe Co., Inc., W. Lincoln Ave., Lititz, Pa. (I)
WEE-TYKES—Bristol Mfg. Corp., 54 Buttonwood St., Bristol, R. I. (B-G)
WEE WALKER — Moran Shoe Co., Ninth and Railroad, Carlyle, Ill. (I)
WELCONIZED — Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M-W-T-B-G-I)
WELFOAM — Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M-W-T-B-G-I)
WELKINS—Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (B-G-I)
WELLCO—Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M-W-T-B-G-I)
WELTERWEIGHT—Wellco Shoe Corp., Georgia & Pine Sts., Waynesville, N. C. (M-W-T-B-G-I)
WELT-O-MOC—R. J. Potvin Shoe Co., 22 Station Ave., Brockton, Mass. (I)
WESBORO — International Shoe Co., Peters Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
WESTERN MAID—Hollywood Walkers, 131 S. Los Angeles St., Los Angeles, Calif. (W)
WESTOVER—Stephen Putney Shoe Co., Box 3 S, Richmond, Va.—Wholesaler (M-W)
WESTPORT — Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo.(W)
WEYCO—Weyenberg Shoe Mfg. Co., 234 E. Reservoir Ave., Milwaukee, Wis. (M)
WEYENBERG — Weyenberg Shoe Mfg. Co., 234 E. Reservoir Ave., Milwaukee, Wis. (M)
WHIPPET—Joyce, Inc. (Subsidiary of U. S. Shoe Corp.), 1658 Herald Ave., Cincinnati, O. (W)
WHISKER LIGHT—Ambassador Shoe Corp., Mill St., Webster, Mass. (M)
WHISPER STEP—Viner Bros., Inc., 204 Hancock St., Bangor, Me. (W)
WHISTLE STOPS—Whistle Stop Ftwr., 1194 E. Second St., Pomona, Calif. (W-G)
WHITE DOGS—M. L. Snyder & Son, Inc., 2402 N. Jasper St., Philadelphia, Pa.
WHITE HOUSE—Brown Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M-W-B-G)
WHITEHOUSE & HARDY — Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M)
WHITE LIGHTS—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
WHITE WINGS—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
WHITTREDGE, BY — Consolidated Products Corp., 7 Liberty Sq., Lynn, Mass. (M-W)
WILBUR COON SHOES—Wilbur Coon Shoes, 33 State St., Batavia, N. Y. (W)
WM. JOYCE—Bowen, Inc., 45 W. Union St., Pasadena, Calif. (M-W)
WM. JOYCE—Joyce, Inc. (Subsidiary of U. S. Shoe Corp.), 1658 Herald Ave., Cincinnati, O. (W)
WILLIAMS—Williams Mfg. Co., Portsmouth, O. (W)
WILLOWBROOKES — Sandler of Boston, B & 3rd Ave., Needham Hts., Mass. (W-T-G)
WILMANCO—Williams Mfg. Co., Portsmouth, O. (W)
WINDOW OF THE SOLE—Regal Shoe Co., 8300 Maryland Ave., St. Louis, Mo. (M)
WINDSOR—Newport Shoe Mfg. Corp., Jackson St., Lowell, Mass. (M)
WINDSOR WALKERS—Endicott Johnson Corp., Sales Bldg., Endicott, N. Y. —Manufacturer-Wholesaler (M)
WING-DINGS—Allied Hampshire Ftwr. Corp., Saco, Me. (W-T-B-G)
WINKLE PICKER — Weiss-Lawrence, Inc., Park St., Dover, N. H. (W-T)
WINSTON — Samuel Brilliant Co., 86 Lincoln St., Boston, Mass.—Wholesaler (M)
WINTER CARNIVAL—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)
WINTERETTES — Mishawaka Rubber Co., Inc., 312 N. Hill St., Mishawaka, Ind. (W-T-G)
WINTERMAN—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (M-B)
WINTER WALKERS—House of Crosby Square, 539 W. Wright St., Milwaukee, Wis. (M)
WINTHROP — International Shoe Co., Winthrop Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
WISHING WELL—Cary-Freeman Shoe Corp., Lake Mills, Wis. (B-G-I)
WISPIES BY MIRACLE-TREAD—Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
W. L. DOUGLAS—Genesco, Inc., 111 Seventh Ave., N., Nashville, Tenn. (M-B)
WOLFF—Wolff Shoe Mfg. Co., 2511 Sullivan Ave., St. Louis, Mo. (W)
WOLSAM, LTD. — Wolsam, Ltd., 524 Broadway, New York, N. Y. (W)
WOLVERINE DUCK'S DOWN — Wolverine Shoe & Tanning Corp., Rockford, Mich. (M-T)
WOLVERINE LONGHORNS — Wolverine Shoe & Tanning Corp., Rockford, Mich. (M-T-B)
WOLVERINE SHELL HORSEHIDES—Wolverine Shoe & Tanning Corp., Rockford, Mich. (M-T)
WOLVERINE SPORTMASTER — Wolverine Shoe & Tanning Corp., Rockford, Mich. (M-T)
WONDER ARCH — Weyenberg Shoe Mfg. Co., 234 E. Reservoir Ave., Milwaukee, Wis. (M)
WONDERFUL FEELING FREEMAN—Freeman Shoe Corp., Beloit, Wis. (M)
WONDER WELT—Godman Shoe Co., Columbus, O. (B-G)
WOOD-N-STREAM — Weinbrenner Corp., 2025 N. Summit Ave., Milwaukee, Wis. (M-W-B)
WOOLEE MULEES—B & B Shoe Co., 226 W. Schiller St., Chicago, Ill. (M-W)
WORKFITTER—F. & F. Shoe Co., 20-22 E. Spring St., Chippewa Falls, Wis. (M-W-B)
WORKMAN—Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M)
WORKWELL — Kushins Inc., Santa Rosa, Calif. (M)
WORLD BEATER — Craddock-Terry Shoe Corp., 50-56 Ninth St., Lynchburg, Va.
WORLD WIDES — Nu-Way Shoe Co., Inc., 142 Duane St., New York, N. Y. —Wholesaler (W)
WORTHINGTON—Given Bros., Inc., 225 S. Mesa, El Paso, Tex.—Wholesaler (M-B)
WORTHMORE SHOE, THE—Florsheim Shoe Co., 130 South Canal St., Chicago, Ill.
WRIGHT ARCH PRESERVER—E. T. Wright & Co., Inc., Liberty St., Rockland, Mass. (M-B)
WRIGHT ARCH PRESERVER CORDWAINERS—E. T. Wright & Co., Inc., Liberty St., Rockland, Mass. (M)
WRIGHT ARCH PRESERVER WHIPPETS—E. T. Wright & Co., Inc., Liberty St., Rockland, Mass. (M)

wright
arch preserver shoes

FOR MEN AND BOYS

THE JUST WRIGHT SHOE

THE EXECUTIVE

E. T. WRIGHT & CO., INC. ROCKLAND, MASS.

Y

YANIGANS — International Shoe Co., Friedman-Shelby Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (B-G)
YANKEE DEB — Yankee Shoemakers, Div. Sam Smith Shoe Corp., Main St., Newmarket, N. H.
YANKEE PREP—Yankee Shoemakers, Div. Sam Smith Shoe Corp., Main St., Newmarket, N. H.
YANKEES—Yankee Shoemakers, Div. Sam Smith Shoe Corp., Main St., Newmarket, N. H.
YANKEE SHOEMAKER — Yankee Shoemakers, Div. Sam Smith Shoe Corp., Main St., Newmarket, N. H.
YARD-WIDE—International Shoe Co., Sundial Div., 1509 Washington Ave., St. Louis, Mo.—Manufacturer-Wholesaler (M)
YATES HAND-CRAFTED ORIGINALS —Yates Shoe Co., 212-216 E. Depot St., Greeneville, Tenn. (M-W-B-G)
YEA TEAM — Huth-James Shoe, Inc., 1039 S. Second St., Milwaukee, Wis. (B)
YIPPEES—Ripon Knitting Works, 328 Watson St., Ripon, Wis. (M-W-T-B-G)
YORKER — Hurd Shoe Co., Inc., 101 First St., Utica, N. Y.—Wholesaler (M-W-B-G)
YORKTOWN—Gardiner Shoe Co., Inc., P. O. Box 642, Gardiner, Me. (M-B)
YORKTOWN-AIR TRED — Gardiner Shoe Co., Inc., P. O. Box 642, Gardiner, Me. (M)

SHOE MANUFACTURERS

YOUNG AMERICA — Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo. —Wholesaler (B-G)
YOUNG BENDERS—Bender Shoe Co., 664 S. Edgewood Ave., Somerset, Pa. (B)
YOUNG CAPEZIOS—Capezio, Inc., 9 W. 61st St., New York, N. Y. (B-G)
YOUNG CUPIDS—Phyllis Shoe Co., 95 Bridge St., Lowell, Mass. (T-B-G)
YOUNG STEPPERS—Bay Bee Shoe Co., Inc., Dresden, Tenn. (B-G)
YOUTHFUL VOGUE—Enterprise Shoe Co., 2739 N. 10th St., Milwaukee, Wis. (W)
YOUTH GUIDE—Blue Star Shoes, Inc., 5 Franklin St., Lawrence, Mass. (T-B-G-I)

Z

ZARINA—Cambridge Rubber Co., 748 Main St., Cambridge, Mass. (W)

Fashion Right Leathers

Standard Division

Vodelle Suede Kid
Vode Glazed Kid
Glace Cordigan
Mirelle
Caribe

New Castle Division

Glazed Kid
Maracain
Caravan
Minuet
Shadow Kid
Punchy

Sterling Division

Jupiter Patent
Kiddie Tan
Sterling Patent
Stardust Kid
Scotch Plaid

McNeely Division

Glazed Kid
Toletan

Brezner Division

Dirty Buk
Brezco
Butter-Soft
Pampa
O-So-Soft
"Shag"
Cobbleright
"Brushie"
Napoli

Cobble-White
Cobble-Black
Cobble-Tints
Buk-White

ALLIED KID COMPANY
209 South St., Boston 11, Mass.

ZEPHYRS—George E. Keith Co., 100 Perkins Ave., Brockton, Mass. (M)
ZEROGARDS—Bata Shoe Co., Inc., Belcamp, Md. (W-B-G)

TANNERS

A

ACACIA CALF—B. D. Eisendrath Tanning Co., 702 Racine St., Racine, Wis.
ACAPULCO SHARK — Ocean Leather Corp., 42 Garden St., Newark, N. J.
ACCORDIAN—Albert Trostel & Sons Co., 1776 N. Commerce St., Milwaukee, Wis.
ACLOGLOVE—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
ACLOTAN — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
ACORN—W. D. Byron & Sons, Inc., Williamsport, Md.
ADAGIO—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
ADHEERON—Beggs & Cobb, Inc., 76 South St., Boston, Mass.
ADONIS CALF—B. D. Eisendrath Tanning Co., 702 Racine St., Racine, Wis.
AINSLIE — Horween Leather Co., 2015 Elston Ave., Chicago, Ill.
AIRBORNE—Albert Trostel & Sons Co., 1776 N. Commerce St., Milwaukee, Wis.
AIRIE SUEDE—John R. Evans & Co., Second & Erie St., Camden, N. J.
ALCO—Amalgamated Leather Cos., Inc., Front & Adams Sts., Wilmington, Del.
ALLCO — American Lace Leather Co., Inc., P. O. Box 121, 21st & Perry Sts., Richmond, Va.
ALMANAC—Superior Tanning Co., 1244 W. Division St., Chicago, Ill.
ALPINE—Manasse-Block Tanning Co., 1300 Fourth St., Berkeley, Calif.
ALPINE CALF—Barrett & Co., Inc., 49 Vesey St., Newark, N. J.
ALPINE SUEDE CALF—Barrett & Co., Inc., 49 Vesey St., Newark, N. J.
ALTON—Seal Tanning Co., Inc., Commercial St., Manchester, N. H.
ALURA—Fred Rueping Leather Co., 96 Doty St., Fond du Lac, Wis.
AMADORA — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
AMALCO KID — Amalgamated Leather Cos., Inc., Front & Adams Sts., Wilmington, Del.
AMALGAMATED — Amalgamated Leather Cos., Inc., Front & Adams Sts., Wilmington, Del.
AMBUCK—Amalgamated Leather Cos., Inc., Front & Adams Sts., Wilmington, Del.
AMERICANA—Ohio Leather Co., 1052 N. State St., Girard, O.
AMHAR—J. Lichtman & Sons, 241 Frelinghuysen Ave., Newark, N. J.
AMHERST — Seal Tanning Co., Inc., Commercial St., Manchester, N. H.
AMILO—Amdur Leather Co., Inc., 7 Spruce St., New York, N. Y.
AM O CHROME—Howes Leather Co., Inc., 321 Summer St., Boston, Mass.
AMO-FLEX—Howes Leather Co., Inc., 321 Summer St., Boston, Mass.
AMO TAN—Howes Leather Co., Inc., 321 Summer St., Boston, Mass.
AMSUEDE—Amdur Leather Co., Inc., 7 Spruce St., New York, N. Y.
ANDORA — Hunt-Rankin Leather Co., Inc., 134 Beach St., Boston, Mass.
ANDOVER — Seal Tanning Co., Inc., Commercial St., Manchester, N. H.
ANGOLA—Wood & Hyde Leather Co., Gloversville, N. Y.
ANGUS CALF—Barrett & Co., Inc., 49 Vesey St., Newark, N. J.
ANILTAN—Griess-Pfleger Tanning Co., 1251 Sand St., Waukegan, Ill.
ANSONIAN—A. H. Ross & Sons Co., 1229 N. Branch St., Chicago, Ill.
ANTIQUITY — Albert Trostel & Sons Co., 1776 N. Commerce St., Milwaukee, Wis.
APEX — Hiteman Leather Co., West Winfield, N. Y.
APOLLO CALF—B. D. Eisendrath Tanning Co., 702 Racine St., Racine, Wis.
AQUARIZED—J. Lichtman & Sons, 241 Frelinghuysen Ave., Newark, N. J.
AQUARIZED COWHIDE—J. Lichtman Sons., 241 Frelinghuysen Ave., Newark, N. J.
ARGYLL CALF—B. D. Eisendrath Tanning Co., 702 Racine St., Racine, Wis.
ARIEL CALF—B. D. Eisendrath Tanning Co., 702 Racine St., Racine, Wis.
ARISTO CALF—B. D. Eisendrath Tanning Co., 702 Racine St., Racine, Wis.

TANNERS

Amalco

The finest kid leathers for fine fashion footwear in the widest selection of fashion colors

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- Alco
- Ambuck & White Buckgoat
- Amaline
- Ecrusé
- Astra Kid
- Delline
- Elkid
- Everkleen Suede
- Hi-Fi Glazed Kid
- Hygea
- London Brush (Men's Suede)
- Madagascar
- Frostee
- Patent Kid
- Shimmer
- Soft Touch
- Softee
- 1082 White Astra
- Tintoretta Dyeable Suede
- Qualitas

AMALGAMATED LEATHER COMPANIES, INC.
WILMINGTON 99, DELAWARE

ARMAFLEX—Armour Leather Co., Sole Leather Div., 500 Arch St., Williamsport, Pa.
ARMATAN—Armour Leather Co., Sole Leather Div., 500 Arch St., Williamsport, Pa.
ARROWHEAD CHAMOIS— A. C. Lawrence Co., Sawyer St., Peabdy, Mass.
ASHFLEX OAK — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
ASHLAND OAK — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
ASTRA — Amalgamated Leather Cos., Inc., Front & Adams Sts., Wilmington, Del.
ATASCO CALF—Albert Trostel & Sons Co., 1776 N. Commerce St., Milwaukee, Wis.
AUBURN—Seal Tanning Co., Inc., Commercial St., Manchester, N. H.
AURA—Pfister & Vogel Tanning Co., 1521 N. Water St., Milwaukee, Wis.

AURA ANILINE GLAZED LAMBSKIN—L. H. Hamel Leather Co., Inc., 117 Essex St., Haverhill, Mass.
AURA ANILINE SUEDE LAMBSKIN—L. H. Hamel Leather Co., Inc., 117 Essex St., Haverhill, Mass.
AURA-TAN—S. B. Foot Tanning Co., Red Wing, Minn.
AZTEC—A. F. Gallun & Sons Corp., 1818 N. Water St., Milwaukee, Wis.

B

BABUCK—Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.
BABY BEAVER—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
BABY EDINMOOR—Horween Leather Co., 2015 Elston Ave., Chicago, Ill.
BABY SOFTMOOR—Horween Leather Co., 2015 Elston Ave., Chicago, Ill.
BADGER—Manasse-Block Tanning Co., 1300 Fourth St., Berkeley, Calif.
BADGER BRAND—A. L. Gebhardt Co., 416 N. Water St., Milwaukee, Wis.
BAGATELLE—Irving Tanning Co., 134 Beach St., Boston, Mass.
BAGUETTE—A. F. Gallun & Sons Corp., 1818 N. Water St., Milwaukee, Wis.
BANTAM—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
BARAN—Peter Baran & Sons, Inc., 402 First St., Harrison, N. J.
BARCLAY—Wisconsin Leather Co., 1830 S. Third St., Milwaukee, Wis.
BARILLA—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
BARLEY—W. D. Byron & Sons, Inc., Williamsport, Md.
BARLEY GRAIN CALF—Barrett & Co., Inc., 49 Vesey St., Newark, N. J.
BARTEL SUEDE—Fermon Leather Co., Inc., 11-27 Walnut St., Peabody, Mass.
BEAUSKIN—Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.
BEAVER—Griess-Pfleger Tanning Co., 1251 Sand St., Waukegan, Ill.
BELKNAP—United Tanners, Inc., 9 Orchard St., Dover, N. H.
BELUGA—Hermann Loewenstein, Inc., 26 Ferry St., New York, N. Y.
BELVIDEEN—S. B. Foot Tanning Co., Red Wing, Minn.
BELVIDERE—S. B. Foot Tanning Co., Red Wing, Minn.
BERBUK—J. Lichtman & Sons, 241 Frelinghuysen Ave., Newark, N. J.
BERKLETAN—Manasse-Block Tanning Co., 1300 Fourth St., Berkeley, Calif.
BERKSHIRE—J. Lichtman & Sons, 241 Frelinghuysen Ave., Newark, N. J.
BERKSHIRE BERBUCK—J. Lichtman & Sons, 241 Frelinghuysen Ave., Newark, N. J.
BERSHIRE EMBASSY—J. Lichtman & Sons, 241 Frelinghuysen Ave., Newark, N. J.
BERKSHIRE EMBASSY DURBAN—J. Lichtman & Sons, 241 Frelinghuysen Ave., Newark, N. J.
BERKSIRE LINING SIDES—J. Lichtman & Sons, 241 Frelinghuysen Ave., Newark, N. J.
BERKSHIRE PREMIER—J. Lichtman & Sons, 241 Frelinghuysen Ave., Newark, N. J.
BERKSHIRE PREMIER CAPRI—J. Lichtman & Sons, 241 Frelinghuysen Ave., Newark, N. J.
BERKSHIRE PREMIER PALMA—J. Lichtman & Sons, 241 Frelinghuysen Ave., Newark, N. J.
BERKSHIRE SADDLE-TANNED—J. Lichtman & Sons, 241 Frelinghuysen Ave., Newark, N. J.
BERKSHIRE TACONIC—J. Lichtman & Sons, 241 Frelinghuysen Ave., Newark, N. J.
BESSE BRAND—Besse, Osborn & Odell, Inc., 129 South St., Boston, Mass.
BIG CHIEF—American Lace Leather Co., Inc., P. O. Box 121, 21st & Perry Sts., Richmond, Va.
BIRONNE—W. D. Byron & Sons, Inc., Williamsport, Md.
BISTRO—F. C. Donovan, Inc., 192 South St., Boston, Mass.
BLACK ANGUS CAMBI-KID—Gellich Tanning Co., 491 W. Water St., Taunton, Mass.
BLACK DIAMOND—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
BLACK KNIGHT—John R. Evans & Co., Second & Erie Sts., Camden, N. J.

BLACKHAWK TANNING CO.
1000 WEST BRUCE STREET
MILWAUKEE 4, WISCONSIN

BLACK MAGIC—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
BLACK ONYX—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
BLACKSMITH CALF—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
BLACK TOLCO—Ohio Leather Co., 1052 N. State St., Girard, O.
BLANCA—Winslow Bros. & Smith, 97 South St., Boston, Mass.
BLIZZARD SIDES—Albert Trostel & Sons Co., 1776 N. Commerce St., Milwaukee, Wis.
BOARDETTE—Braude Bros. Tanning Corp., 154 Nassau St., New York, N. Y.
BOARDMOOR—Horween Leather Co. 2015 Elston Ave., Chicago, Ill.
BOKHARA—John R. Evans & Co., Second & Erie Sts., Camden, N. J.
BOKIDE—Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.
BONNIESKIN—Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.
BO-PEEP CAPE—Donnell & Mudge, Inc., 151 Canal St., Salem, Mass.
BOOTMAKER CALF—Hiteman Leather Co., West Winfield, N. Y.

TOMORROW'S TANNAGES TODAY

ARMOUR LEATHER COMPANY

UPPER LEATHER DIVISION

GRAIN PRODUCTS

BABUCK	DELWAN	MAISON
BEAUSKIN	DOVER	O'HARA
BELLESKIN	FLORA	POLISKIN
BOKIDE	ITALIO	SHADOTIQUE
BONNIESKIN	IVORY	SHEWAN
BORDEAUX	KISMET	SOFPAC
BOXER	KORDO-FLECK	STIRRUP
BRISTOL	KORDOLINE	TANOWAX
CHIARRA	KORDOTIQUE	TAURUS
COSSACK	LAREDO	TAURUS LONGRAIN
COSSO-FLECK	LUSTRESKIN	TRAILPAC

SPLIT PRODUCTS

LINING SPLITS

OOZE	VELNAP	SHEBEAU
RANGOON	SCUFF TIP BUTTS	SILBEAU
	SCUFFETTE	

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WRITE: ARMOUR LEATHER COMPANY, SHEBOYGAN, WISCONSIN

ARMOUR LEATHER COMPANY

DIVISION OF ARMOUR AND COMPANY
SHEBOYGAN, WISCONSIN

BORDOE — Seton Leather Co., 849 Broadway, Newark, N. J.
BOYNE CITY DRY FOOT — Howes Leather Co., Inc., 321 Summer St., Boston, Mass.
BOYNE CITY FLEXIBLE — Howes Leather Co., Inc., 321 Summer St., Boston, Mass.
BRABANTIA—Relda Trading Co., Inc., 52 Wall St., New York, N. Y.—Importer
BRAEBURN — Hiteman Leather Co., West Winfield, N. Y.
BRAMBLE CALF — B. D. Eisendrath Tanning Co., 702 Racine St., Racine, Wis.
BRASILIA—G. Levor & Co., Inc., Gloversville, N. Y.
BRETAN—A. F. Gallun & Sons Corp., 1818 N. Water St., Milwaukee, Wis.
BRETON—F. C. Donovan, Inc., 192 South St., Boston, Mass.
BREZCO—Allied Kid Co., Brezner Div., 209 South St., Boston, Mass.
BRIAR—Pfister & Vogel Tanning Co., 1531 N. Water St., Milwaukee, Wis.
BRIARHIDE CALF — Barrett & Co., Inc., 49 Vesey St., Newark, N. J.
BRIDLEHIDE—W. D. Byron & Sons, Inc., Williamsport, Md.
BRIERPROOF — Hebb Leather Co., Inc., 66 Lincoln St., Boston, Mass.
BRIERPROOF—Creese & Cook Co., 33 Water St., Danvers, Mass.
BRILLANTE—Verza Tanning Co., 107 Foster St., Peabody, Mass.
BROADTAIL KID—William Amer Co., 215 Willow St., Philadelphia, Pa.
BROGANDI — John R. Evans & Co., Second & Erie Sts., Camden, N. J.
BROMLEY—J. Lichtman & Sons, 241 Frelinghuysen Ave., Newark, N. J.
"BRUSHIE"—Allied Kid Co., Brezner Div., 209 South St., Boston, Mass.
BUBBLE — Hunt-Rankin Leather Co., Inc., 134 Beach St., Boston, Mass.
BUCSKIN — Irving Tanning Co., 134 Beach St., Boston, Mass.
BUFFIES—General Split Corp., 748 W. Virginia St., Milwaukee, Wis.
BUFFLEX—Eberle Tanning Co., Church St., Westfield, Pa.
BUK-WHITE—Allied Kid Co., Brezner Div., 209 South St., Boston, Mass.
BULLUC BUFFALO—J. Lichtman & Sons, 241 Frelinghuysen Ave., Newark, N. J.
BURLEE — Beggs & Cobb, Inc., 76 South St., Boston, Mass.
BUTTER-SOFT—Allied Kid Co., Brezner Div., 209 South St., Boston, Mass.
BYKUNA—W. D. Byron & Sons, Inc., Williamsport, Md.
BYRONTONE—W. D. Byron & Sons, Inc., Williamsport, Md.

C

CABELLA—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
CAISSON—S. B. Foot Tanning Co., Red Wing, Minn.
CALIFORNIA FAIR OAKWOOD—S. H. Frank & Co., 416 Battery St., San Francisco, Calif.
CALABASH CALF — B. D. Eisendrath Tanning Co., 702 Racine St., Racine, Wis.
CALABRIA — Braude Bros. Tanning Corp., 154 Nassau St., New York, N. Y.
CALTAN—Braude Bros. Tanning Corp., 154 Nassau St., New York, N. Y.
CAMBI-BUCK — Geilich Tanning Co., 491 W. Water St., Taunton, Mass.
CAMBI-CORDO — Geilich Tanning Co., 491 W. Water St., Taunton, Mass.
CAMBI-GRAINS—Geilich Tanning Co., 491 W. Water St., Taunton, Mass.
CAMBI-LURA—Geilich Tanning Co., 491 W. Water St., Taunton, Mass.
CAMBI-SOFGRAIN — Geilich Tanning Co., 491 W. Water St., Taunton, Mass.
CAMBI-TEAK — Geilich Tanning Co., 491 W. Water St., Taunton, Mass.
CAMBI-WAXIDE—Geilich Tanning Co., 491 W. Water St., Taunton, Mass.
CANBERRA — Horween Leather Co., 2015 Elston Ave., Chicago, Ill.
CANDIA CALF—Hermann Loewenstein, Inc., 26 Ferry St., New York, N. Y.
CANDLE KID—Amalgamated Leather Cos., Inc., Front & Adams Sts., Wilmington, Del.
CANDLELIGHT—Ohio Leather Co., 1052 N. State St., Girard, O.
CANTERBURY—Eagle Ottawa Leather Co., Grand Haven, Mich.
CAPELT—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
CAPRELLO — G. Levor & Co., Inc., Gloversville, N. Y.
CAPRI—J. Lichtman & Sons, 241 Frelinghuysen Ave., Newark, N. J.
CARA KID—John R. Evans & Co., Second & Erie Sts., Camden, N. J.
CARAVAN—Allied Kid Co., New Castle Div., 209 South St., Boston, Mass.
CARAVELLE — Hermann Loewenstein, Inc., 26 Ferry St., New York, N. Y.—Importer
CARIBBEAN SHARK—Ocean Leather Corp., 42 Garden St., Newark, N. J.
CARIBE—Allied Kid Co., Standard Div., 209 South St., Boston, Mass.
CARIOCA—Hermann Loewenstein, Inc., 26 Ferry St., New York, N. Y.—Importer
CARRIAGEHIDE—W. D. Byron & Sons, Inc., Williamsport, Md.
CARRIAGE TRADE — W. D. Byron & Sons, Inc., Williamsport, Md.
CASBAH—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
CASCADE—A. F. Gallun & Sons Corp., 1818 N. Water St., Milwaukee, Wis.
CASCO—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
CASHUA—A. F. Gallun & Sons Corp., 1818 N. Water St., Milwaukee, Wis.
CASUAL-PAC — Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.
CATCHERS MITT GLOVE — Horween Leather Co., 2015 Elston Ave., Chicago, Ill.
CATHAY CALF—B. D. Eisendrath Tanning Co., 702 Racine St., Racine, Wis.
CAVALIER CALF — B. D. Eisendrath Tanning Co., 702 Racine St., Racine, Wis.
CENTAN—Albert Trostel & Sons Co., 1776 N. Commerce St., Milwaukee, Wis.
CENTAUR—Albert Trostel & Sons Co., 1776 N. Commerce St., Milwaukee, Wis.
CENTENNIAL—Albert Trostel & Sons Co., 1776 N. Commerce St., Milwaukee, Wis.
CHALET CALF—Barrett & Co., Inc., 49 Vesey St., Newark, N. J.
CHATHAM — Seton Leather Co., 849 Broadway, Newark, N. J.
CHEROKEE — Fred Rueping Leather Co., 96 Doty St., Fond du Lac, Wis.
CHESHIRE—United Tanners, Inc., 9 Orchard St., Dover, N. H.
CHEVRITA—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
CHEYENNE RAWHIDE — Manasse-Block Tanning Co., 1300 Fourth St., Berkeley, Calif.
CHIARRA—Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.
CHINCHILLAN CALF — B. D. Eisendrath Tanning Co., 702 Racine St., Racine, Wis.
CHIPPEWA—Blackhawk Tanning Co., Inc., 1000 Bruce St., Milwaukee, Wis.
CHROME WATERPROOF — Pfister & Vogel Tanning Co., 1531 N. Water St., Milwaukee, Wis.
CHROMEXCEL—Horween Leather Co., 2015 Elston Ave., Chicago, Ill.
CHROMOK—W. D. Byron & Sons, Inc., Williamsport, Md.
CIRCASSIAN CALF — B. D. Eisendrath Tanning Co., 702 Racine St., Racine, Wis.
CIRCLE CHAMOIS — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
CIRE—G. Levor & Co., Inc., Gloversville, N. Y.
CIRO—Beggs & Cobb, Inc., 76 South St., Boston, Mass.
CLIPPER CALF — B. D. Eisendrath Tanning Co., 702 Racine St., Racine, Wis.
CLOUD SUEDED LININGS — General Split Corp., 748 W. Virginia St., Milwaukee, Wis.
CLOVER CALF—G. Levor & Co., Inc., Gloversville, N. Y.
CLYDE—A. F. Gallun & Sons Corp., 1818 N. Water St., Milwaukee, Wis.
COBBLE-BLACK — Allied Kid Co., Brezner Div., 209 South St., Boston, Mass.
COBBLERIGHT — Allied Kid Co., Brezner Div., 209 South St., Boston, Mass.
COBBLE-TINTS — Allied Kid Co., Brezner Div., 209 South St., Boston, Mass.
COBBLE-WHITE — Allied Kid Co., Brezner Div., 209 South St., Boston, Mass.
COCHECO—I. B. Williams & Sons, 356 Franklin St., Worcester, Mass.
COLIDOE—Colonial Tanning Co., 195 South St., Boston, Mass.
COL-MOOR CALF—B. D. Eisendrath Tanning Co., 702 Racine St., Racine, Wis.
COLOR-SPLURGE KID—William Amer Co., 215 Willow St., Philadelphia, Pa.
COLOTAN—Colonial Tanning Co., 195 South St., Boston, Mass.
COMBOTAN — Griess-Pfleger Tanning Co., 1251 Sand St., Waukegan, Ill.
COMFOTAN — Griess-Pfleger Tanning Co., 1251 Sand St., Waukegan, Ill.
COMMANDO—Albert Trostel & Sons Co., 1776 N. Commerce St., Milwaukee, Wis.
CONGO CASUALS—General Split Corp., 748 W. Virginia St., Milwaukee, Wis.
CONTESSA—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
CONTINENTAL — Universal Tanning Co., 134 Beach St., Boston, Mass.
CONTINENTAL CALF—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
CONTOUR—A. F. Gallun & Sons Corp., 1818 N. Water St., Milwaukee, Wis.
CONWAY — United Tanners, Inc., 9 Orchard St., Dover, N. H.
COOPER PROCESS — Cooper Bros., Trumansburg, N. Y.
CORDAHIDE—Albert Trostel & Sons Co., 1776 N. Commerce St., Milwaukee, Wis.
CORDATAN — Griess-Pfleger Tanning Co., 1251 Sand St., Waukegan, Ill.
CORKETTE — Hermann Loewenstein, Inc., 26 Ferry St., New York, N. Y.
CORONET—A. F. Gallun & Sons Corp., 1818 N. Water St., Milwaukee, Wis.
CORONET—Superior Tanning Co., 1244 W. Division St., Chicago, Ill.
CORRECTAN — Eagle Ottawa Leather Co., Grand Haven, Mich.
CORSAIR — Pfister & Vogel Tanning Co., 1531 N. Water St., Milwaukee, Wis.
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COSSO-FLECK — Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.
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CRUSHETTE—General Split Corp., 748 W. Virginia St., Milwaukee, Wis.
CUMULUS CALF — B. D. Eisendrath Tanning Co., 702 Racine St., Racine, Wis.
CUSTOM CALF—B. D. Eisendrath Tanning Co., 702 Racine St., Racine, Wis.

D

DADO CALF—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
DALE—Seal Tanning Co., Inc., Commercial St., Manchester, N. H.
DARTMOOR — Horween Leather Co., 2015 Elston Ave., Chicago, Ill.
DEERELK—John Flynn & Sons, Inc., 80 Boston St., Salem, Mass.
DELLINE—Amalgamated Leather Cos., Inc., Front & Adams Sts., Wilmington, Del.
DELVATAN—Delaware Valley Tanning Corp., 1229 S. Front St., Camden, N. J.
DELWAN — Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.
DERMADO — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
DERMA KIP—Dermatan Leather Co., Inc., 312 South St., Newark, N. J.
DERMA SOFTEE—Dermatan Leather Co., Inc., 312 South St., Newark, N. J.
DERMATAN TOOLING CALF—Dermatan Leather Co., Inc., 312 South St., Newark, N. J.
DESERTAN—General Split Corp., 748 W. Virginia St., Milwaukee, Wis.
DEVONAIRE—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
DEVON CALF—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
DIAMANTE LUSTRE CALF—Hermann Loewenstein, Inc., 26 Ferry St., New York, N. Y.
DIAMONTE—Colonial Tanning Co., 195 South St., Boston, Mass.

DIANA—Pfister & Vogel Tanning Co., 1531 N. Water St., Milwaukee, Wis.
DIPLOMAT CALF — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
DIRTY-BUK—Allied Kid Co., Brezner Div., 209 South St., Boston, Mass.
DIXIE — Eagle Ottawa Leather Co., Grand Haven, Mich.
DOESUEDE—John Flynn & Sons, Inc., 80 Boston St., Salem, Mass.
DOMINO—A. F. Gallun & Sons Corp., 1818 N. Water St., Milwaukee, Wis.
DOMOC—F. C. Donovan, Inc., 192 South St., Boston, Mass.
DONGOLA—Winslow Bros. & Smith, 97 South St., Boston, Mass.
DON-MOOR CALF — B. D. Eisendrath Tanning Co., 702 Racine St., Racine, Wis.
DORALINE — Dermatan Leather Co., Inc., 312 South St., Newark, N. J.
DOV—F. C. Donovan, Inc., 192 South St., Boston, Mass.
DOVAL—F. C. Donovan, Inc., 192 South St., Boston, Mass.
DOVERMOC — Seton Leather Co., 849 Broadway, Newark, N. J.
DOWN CUSHION — Eagle Ottawa Leather Co., Grand Haven, Mich.
DRIFTWOOD — B. D. Eisendrath Tanning Co., 702 Racine St., Racine, Wis.
DRIVERTAN—General Split Corp., 748 W. Virginia St., Milwaukee, Wis.
DUDEROO — Seton Leather Co., 849 Broadway, Newark, N. J.
DUDE SADDLE LEATHER — Julius Brand Leather Co., 72 Erie St., Camden, N. J.
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DURO CALF—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
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E

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EBONY—A. F. Gallun & Sons Corp., 1818 N. Water St., Milwaukee, Wis.
ECHO—A. F. Gallun & Sons Corp., 1818 N. Water St., Milwaukee, Wis.
ECONO—Pfister & Vogel Tanning Co., 1531 N. Water St., Milwaukee, Wis.
ECRASE—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
ECRUSE — Amalgamated Leather Cos., Inc., Front & Adams Sts., Wilmington, Del.
EDINBROGUE — Horween Leather Co., 2015 Elston Ave., Chicago, Ill.
EDINMOOR — Horween Leather Co., 2015 Elston Ave., Chicago, Ill.
82 WHITE GLAZED — Amalgamated Leather Cos., Inc., Front & Adams Sts., Wilmington, Del.
ELK — Pfister & Vogel Tanning Co., 1531 N. Water St., Milwaukee, Wis.
ELSTON — Horween Leather Co., 2015 Elston Ave., Chicago, Ill.
EMBASSY — J. Lichtman & Sons, 241 Frelinghuysen Ave., Newark, N. J.
EMPEROR — Irving Tanning Co., 134 Beach St., Boston, Mass.
EMPIZO — Irving Tanning Co., 134 Beach St., Boston, Mass.
EMPRESS—Hunt-Rankin Leather Co., Inc., 134 Beach St., Boston, Mass.
ENFIELD—Universal Tanning Co., 134 Beach St., Boston, Mass.
ENGLAND-WALTON — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
EQUETAN—Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.
ESKIMO—A. F. Gallun & Sons Corp., 1818 N. Water St., Milwaukee, Wis.
ESSEX — Eable Ottawa Leather Co., Grand Haven, Mich.
EVALAMB—John R. Evans & Co., Second & Erie Sts., Camden, N. J.
EVANESSE—John R. Evans & Co., Second & Erie Sts., Camden, N. J.
EVANETTE—John R. Evans & Co., Second & Erie Sts., Camden, N. J.
EVANIDE—John R. Evans & Co., Second & Erie Sts., Camden, N. J.
EVATITE—John R. Evans & Co., Second & Erie Sts., Camden, N. J.
EVERKLEEN—Amalgamated Leather Cos., Inc., Front & Adams Sts., Wilmington, Del.
EVEREST—S. B. Foot Tanning Co., Red Wing, Minn.
EXCEL-TAN—Cromwell Leather Co., Inc., 45 W. 34th St., New York, N. Y.

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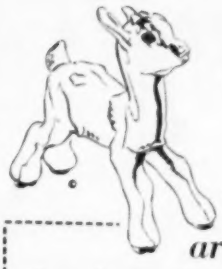

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F

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FAIRWAY—S. B. Foot Tanning Co., Red Wing, Minn.
FAIRWAY—Eagle Ottawa Leather Co., Grand Haven, Mich.
FAUNZELLE — G. Levor & Co., Inc., Gloversville, N. Y.
FEATHER LEATHER—Irving Tanning Co., 134 Beach St., Boston, Mass.
FERVELLO SUEDE — Fermon Leather Co., Inc., 11-27 Walnut St., Peabody, Mass.
FERVEL SUEDE—Fermon Leather Co., Inc., 11-27 Walnut St., Peabody, Mass.
FIDELTI — Fidelity Leather Co., Inc., Webb & Cousins Sts., Salem, Mass.
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FIESTA—United Tanners, Inc., 9 Orchard St., Dover, N. H.
FINA — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
FINESSA—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
FIORD — Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.
FIRENZE CALF — B. D. Eisendrath Tanning Co., 702 Racine St., Racine, Wis.
FJ—Fleming Joffe, Ltd., 401 Park Ave. S., New York, N. Y.
FLEXY KID — G. Levor & Co., Inc., Gloversville, N. Y.
FLIGHT—Beggs & Cobb, Inc., 76 South St., Boston, Mass.
FLORA — Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.
FLUFF—Fred Rueping Leather Co., 96 Doty St., Fond du Lac, Wis.
FLYNNTAN—John Flynn & Sons, Inc., 80 Boston St., Salem, Mass.
FORESTER—S. B. Foot Tanning Co., Red Wing, Minn.
FOREST OAK — Eberle Tanning Co., Church St., Westfield, Pa.
FRANCONIA—United Tanners, Inc., 9 Orchard St., Dover, N. H.
FRESCO—Beggs & Cobb, Inc., 76 South St., Boston, Mass.
FROSTED—Griess-Pfleger Tanning Co., 1251 Sand St., Waukegan, Ill.
FROSTEE—Amalgamated Leather Cos., Inc., Front & Adams Sts., Wilmington, Del.

G

GADABOUT — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
GAHNA—Loewengart & Co., 443 Park Ave. S., New York, N. Y.
GALAXY—A. F. Gallun & Sons Corp., 1818 N. Water St., Milwaukee, Wis.
GALLIANO — Irving Tanning Co., 134 Beach St., Boston, Mass.
GALLICE—Wisconsin Leather Co., 1830 S. Third St., Milwaukee, Wis.
GARTAN—Garden State Tanning Co., Fleetwood, Pa.
GAUCHO—W. D. Byron & Sons, Inc., Williamsport, Md.
GAUCHO CALF—B. D. Eisendrath Tanning Co., 702 Racine St., Racine, Wis.
GETCHI GOAT—Hermann Loewenstein, Inc., 26 Ferry St., New York, N. Y.—Importer
GILFORD — Seal Tanning Co., Inc., Commercial St., Manchester, N. H.
GLACE BROGANDI—John R. Evans & Co., Second & Erie Sts., Camden, N. J.
GLACE CORDIGAN — Allied Kid Co., Standard Div., 209 South St., Boston, Mass.
GLAMOUR PEARL CALF — South Leather Co., 9 East St., Boston, Mass.
GLASGOW — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
GLAZED KID—Allied Kid Co., New Castle Div. & McNeely Div., 209 South St., Boston, Mass.
GLENDALE—Irving Tanning Co., 134 Beach St., Boston, Mass.
GLENGARRY — Horween Leather Co., 2015 Elston Ave., Chicago, Ill.
GLIDE LININGS — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
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GLOVE SLIPPER — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
GLOVETTE — Acme Leather Co., Inc., 139 Lynnfield St., Peabody, Mass.
GLOVEY KID—G. Levor & Co., Inc., Gloversville, N. Y.
GLOVTAN—S. B. Foot Tanning Co., Red Wing, Minn.
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GLUVHIDE—Hebb Leather Co., Inc., 66 Lincoln St., Boston, Mass.
GLUVKID—John Flynn & Sons, Inc., 80 Boston St., Salem, Mass.
GLUVLAMB—John Flynn & Sons., Inc., 80 Boston St., Salem, Mass.
GLUVMOC—General Split Corp., 748 W. Virginia St., Milwaukee, Wis.
GLUV-PIG—John R. Evans & Co., Second & Erie Sts., Camden, N. J.
GLUVVIN—John R. Evans & Co., Second & Erie Sts., Camden, N. J.
GOBI — William Greiner Co., 2252 N. Elston Ave., Chicago, Ill.
GOLD BROGANDI—John R. Evans & Co., Second & Erie Sts., Camden, N. J.
GOLD CARA—John R. Evans & Co., Second & Erie Sts., Camden, N. J.
GOLDEN FLEECE — Eagle Ottawa Leather Co., Grand Haven, Mich.
GOLDENGRAIN—Albert Trostel & Sons Co., 1776 N. Commerce St., Milwaukee, Wis.
GOLD GLAZED KID—John R. Evans & Co., Second & Erie Sts., Camden, N. J.
GOLD LAME—John R. Evans & Co., Second & Erie Sts., Camden, N. J.
GOLFO — Eagle Ottawa Leather Co., Grand Haven, Mich.
GOPHER—S. B. Foot Tanning Co., Red Wing, Minn.
GOTTA—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
G-P—Griess-Pfleger Tanning Co., 1251 Sand St., Waukegan, Ill.
GRACIOSO — Braude Bros. Tanning Corp., 154 Nassau St., New York, N. Y.
GRAINFLEX — Eberle Tanning Co., Church St., Westfield, Pa.
GRANTAN—Acme Leather Co., Inc., 139 Lynnfield St., Peabody, Mass.
GRIDTAN—Eagle Ottawa Leather Co., Grand Haven, Mich.
GRIZZLY—Manasse-Block Tanning Co., 1300 Fourth St., Berkeley, Calif.
GUERNSEY—W. D. Byron & Sons., Inc., Williamsport, Md.
GUILDHALL—Eagle Ottawa Leather Co., Grand Haven, Mich.
GUN METAL—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
GUNSTOCK BROWN GLOVE OIL TAN —Manasse-Block Tanning Co., 1300 Fourth St., Berkeley, Calif.
GYPSY—Hebb Leather Co., Inc., 66 Lincoln St., Boston, Mass.

H

HAMPTON — Seal Tanning Co., Inc., Commercial St., Manchester, N. H.
HAMPTON—Eagle Ottawa Leather Co., Grand Haven, Mich.
HANDICRAFT CALF — Dermatan Leather Co., Inc., 212 South St., Newark, N. J.
HARNESSHIDE—W. D. Byron & Sons, Inc., Williamsport, Md.
HAVEN—Eagle Ottawa Leather Co., Grand Haven, Mich.
HEART'S O' SUEDE—Colonial Tanning Co., 195 South St., Boston, Mass.
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HELIOS—Seton Leather Co., 849 Broadway, Newark, N. J.
HIAWATHA — Fred Rueping Leather Co., 96 Doty St., Fond du Lac, Wis.
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I

IDEAL—Relda Trading Co., Inc., 52 Wall St., New York, N. Y.—Importer
ILLUMINATA KID—William Amer Co., 215 Willow St., Philadelphia, Pa.
IMPERIA—Ohio Leather Co., 1052 N. State St., Girard, O.
IMPERIAL ANTIQUE — Eagle Ottawa Leather Co., Grand Haven, Mich.
IMPERIAL KANGAROO — Surpass Leather Co., 10th & Westmoreland Sts., Philadelphia, Pa.
INCA — Winslow Bros. & Smith, 97 South St., Boston, Mass.
INDIAN TAN—Graton & Knight Co., 356 Franklin St., Worcester, Mass.
INFANTA—Hunt-Rankin Leather Co., Inc., 134 Beach St., Boston, Mass.
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ITALIAN CRUSHED GRAIN — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
ITALIO — Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.
ITASCA—S. B. Foot Tanning Co., Red Wing, Minn.
IT'S TIMBER TANNED — Horween Leather Co., 2015 Elston Ave., Chicago, Ill.
IVORY — Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.

J

JACK JETTA—Ohio Leather Co., 1052 N. State St., Girard, O.
JET MAT—Ohio Leather Co., 1052 N. State St., Girard, O.
JILL JETTA—Ohio Leather Co., 1052 N. State St., Girard, O.
JIMMY PIG—John R. Evans & Co., Second & Erie Sts., Camden, N. J.
J. L. & S.—J. Lichtman & Sons, 241 Frelinghuysen Ave., Newark, N. J.
JUBILEE—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
JUNEAU—General Split Corp.—748 W. Virginia St., Milwaukee, Wis.
JUPITER PATENT — Allied Kid Co., Sterling Div., 209 South St., Boston, Mass.
JUVENILE—Pfister & Vogel Tanning Co., 1531 N. Water St., Milwaukee, Wis.

K

KAFALOPE — Hermann Loewenstein, Inc., 26 Ferry St., New York, N. Y.
KAFFORITE—Ohio Leather Co., 1052 N. State St., Girard, O.
KANGA—Blackhawk Tanning Co., Inc., 1000 Bruce St., Milwaukee, Wis.
KANG KID—J. Lichtman & Sons, 241 Frelinghuysen Ave., Newark, N. J.
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KEZAR—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
KIAM — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
KIDDIE TAN—Allied Kid Co., Sterling Div., 209 South St., Boston, Mass.
KIDDY KAT—Irving Tanning Co., 124 Beach St., Boston, Mass.
KIDIKAF—Griess-Pfleger Tanning Co., 1251 Sand St., Waukegan, Ill.
KINDERTAN—Hebb Leather Co., Inc., 66 Lincoln St., Boston, Mass.
KING KANGAROO—William Amer Co., 215 Willow St., Philadelphia, Pa.
KING KID — William Amer Co., 215 Willow St., Philadelphia, Pa.
KIN KIN—Fred Rueping Leather Co., 96 Doty St., Fond du Lac, Wis.
KINROSS CALF — B. D. Eisendrath Tanning Co., 702 Racine St., Racine, Wis.
KISMET — Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.
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NOMEN—John R. Evans & Co., Second & Erie Sts., Camden, N. J.
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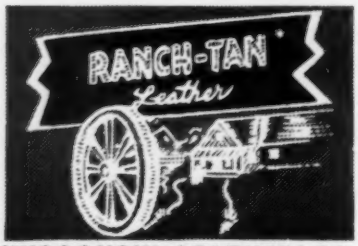

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ROSSTAN SIDES—A. H. Ross & Sons Co., 1229 N. Branch St., Chicago, Ill.
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ROYAL PLUSH — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
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RUFBUC—Slattery Bros. Tanning Co., 210 South St., Boston, Mass.
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SADDLHYDE—Pfister & Vogel Tanning Co., 1531 N. Water St., Milwaukee, Wis.
SAHARA CALF — Hermann Loewenstein, Inc., 26 Ferry St., New York, N. Y.
SALKO KID—Shrut & Asch Leather Co., 185 Essex St., Boston, Mass.
SATIN-GLO—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
SATIN KID—William Amer Co., 215 Willow St., Philadelphia, Pa.
SAXON CALF—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
SCOTCHGARD FERVEL SUEDE—Fermon Leather Co., Inc., 11-27 Walnut St., Peabody, Mass.
SCOTCH GRAIN CALF—Barret & Co., Inc., 49 Vesey St., Newark, N. J.
SCOTCH PLAID—Allied Kid Co., Sterling Div., 209 South St., Boston, Mass.
SCUFFETTE — Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.
SCUFFTIP BUTTS — Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.
SEBAGO—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
SEBEC—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
SEBOIS—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
SENTAN—Albert Trostel & Sons Co., 1776 N. Commerce St., Milwaukee, Wis.
SESAME CALF—B. D. Eisendrath Tanning Co., 702 Racine St., Racine, Wis.
SHADONET KID—William Amer Co., 215 Willow St., Philadelphia, Pa.
SHADOW KID—Allied Kid Co., New Castle Div., 209 South St., Boston, Mass.
"SHAG"—Allied Kid Co., Brezner Div., 209 South St., Boston, Mass.
SHAGGY—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
SHEBEAU—Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.
SHELTERCAPE — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
SHELTERSUEDE — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
SHETLAND — Universal Tanning Co., 134 Beach St., Boston, Mass.
SHETLAND SUEDE—G. Levor & Co., Inc., Gloversville, N. Y.
SHEWAN—Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.
SHILCO BRAND — Schifman Leather Co., Inc., 306 Fifth Ave., New York, N. Y.
SHIMMER—Amalgamated Leather Cos., Inc., Front & Adams Sts., Wilmington, Del.
SHULAMB — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
SIDETAN—General Split Corp., 748 W. Virginia St., Milwaukee, Wis.
SIGMA—Sigma Leather, Inc., 100 Gold St., New York, N. Y.
SILBEAU—Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.
SILVER BROGANDI—John R. Evans & Co., Second & Erie Sts., Camden, N. J.
SILVER GLAZED KID—John R. Evans & Co., Second & Erie Sts., Camden, N. J.
SIROCCO—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
SKAGWAY—S. B. Foot Tanning Co., Red Wing, Minn.
SKI GRAIN—Pfister & Vogel Tanning Co., 1531 N. Water St., Milwaukee, Wis.
SKUFNO—Eagle Ottawa Leather Co., Grand Haven, Mich.
SLIPPER LAMB — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
SLIPPERTAN — General Split Corp., 748 W. Virginia St., Milwaukee, Wis.
SMOOTHIE — Griess-Pfleger Tanning Co., 1251 Sand St., Waukegan, Ill.
SOCCER—Horween Leather Co., 2015 Elston Ave., Chicago, Ill.
SOFLAMB—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
SOFPAC — Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.
SOFTEE—Acme Leather Co., Inc., 139 Lynnfield St., Peabody, Mass.
SOFTEE—Amalgamated Leather Cos., Inc., Front & Adams Sts., Wilmington, Del.
SOFTEE—Gutmann & Co., 1503 Webster St., Chicago, Ill.
SOFTI-VAMP—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
SOFTMOOR — Horween Leather Co., 2015 Elston Ave., Chicago, Ill.
SOFT TOUCH—Amalgamated Leather Cos., Inc., Front & Adams Sts., Wilmington, Del.
SOLECO CALF—South and East Leather Co., 9 East St., Boston, Mass.
SONGO—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
SONGO GLOVE — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
SPARTAN—Hebb Leather Co., Inc., 66 Lincoln St., Boston, Mass.
SPARTAN — Creese & Cook Co., 33 Water St., Danvers, Mass.
SPECIAL TANNED — A. L. Gebhardt Co., 416 N. Water St., Milwaukee, Wis.
SPINNA CALF—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
SPORT CALF—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
SPRING FROST — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
STAG—Wisconsin Leather Co., 1830 S. Third St., Milwaukee, Wis.
STARDUST KID—Allied Kid Co., Sterling Div., 209 South St., Boston, Mass.
STARLIGHT — W. D. Byron & Sons, Inc., Williamsport, Md.
STEERDEER—Seton Leather Co., 849 Broadway, Newark, N. J.
STERLING PATENT — Allied Kid Co., Sterling Div., 209 South St., Boston, Mass.

TANNERS

STIRRUP — Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.
STORM CALF—B. D. Eisendrath Tanning Co., 702 Racine St., Racine, Wis.
STRATFORD—S. B. Foot Tanning Co., Red Wing, Minn.
STRATO—A. F. Gallun & Sons Corp., 1818 N. Water St., Milwaukee, Wis.
STREAMLINED — Eberle Tanning Co., Church St., Westfield, Pa.
STRUTTER — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
STURDY OAK — Eberle Tanning Co., Church St., Westfield, Pa.
SUBURBAN — Wisconsin Leather Co., 1830 S. Third St., Milwaukee, Wis.
SUCCESS—Ziegel, Eisman & Co., 121 Paris St., Newark, N. J.
SUEDELAMB—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
SUNITA—G. Levor & Co., Inc., Gloversville, N. Y.
SUNNYDALE — Fidelity Leather Co., Webb & Cousins Sts., Salem, Mass.
SUNRA—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
SUNSHINE—Hoyt & Worthen Tanning Corp., Railroad St., Haverhill, Mass.
SUN VALLEY — Hiteman Leather Co., West Winfield, N. Y.
SUPER BLACK DIAMOND—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
SUPER BONE DIAMOND—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
SUPER SOLE—Virginia Oak Tannery, Inc., Luray, Va.
SUPERTAN — Superior Tanning Co., 1244 W. Division St., Chicago, Ill.
SUPER WHITE DIAMOND — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
SURAMA—Surpass Leather Co., 10th & Westmoreland Sts., Philadelphia, Pa.
SUROCCO—Surpass Leather Co., 10th & Westmoreland Sts., Philadelphia, Pa.
SURPASS KANGAROO — Surpass Leather Co., 10th & Westmoreland Sts., Philadelphia, Pa.
SURPASS KID — Surpass Leather Co., 10th & Westmoreland Sts., Philadelphia, Pa.
SURPASS RICE—Surpass Leather Co., 10th & Westmoreland Sts., Philadelphia, Pa.
SURTAN—Surpass Leather Co., 10th & Westmoreland Sts., Philadelphia, Pa.
SUTTON—Seal Tanning Co., Inc., Commercial St., Manchester, N. H.
"SWAGGER BUK" — J. Lichtman & Sons, 241 Frelinghuysen Ave. Newark, N. J.
SWAGGER ELK—J. Lichtman & Sons, 241 Frelinghuysen Ave., Newark, N. J.
SWALLOW GRAIN — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
SWISS GRAIN—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
SWITZA—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
SYCAMORE—Pfister & Vogel Tanning Co., 1531 N. Water St., Milwaukee, Wis.
SYLKA DESERTAN — General Split Corp., 748 W. Virginia St., Milwaukee, Wis.

T

TACONIC — J. Lichtman & Sons, 241 Frelinghuysen Ave., Newark, N. J.
TAN-ART — G. Levor & Co., Inc., Gloversville, N. Y.
TANDRITE CALF — E. Hubschman & Sons, Div. of Gera Corp., 415 N. Fourth St., Philadelphia, Pa.
TANDEM—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
TANDRITE CALF — E. Hubschman & Sons, 415 N. Fourth St., Philadelphia, Pa.
TANFLEX — Manasse-Block Tanning Co., 1300 Fourth St., Berkeley, Calif.
TANNAGE 77—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
TANNAGE X — Armour Leather Co.—Leather Div. 500 Arch St., Williamsport, Pa.
TANOWAX—Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.
TANRITE — Middleburg Tanning Corp., 351 N. Third St., Philadelphia, Pa.
TARTAN—Eagle Ottawa Leather Co., Grand Haven, Mich.
TARTARKID—John R. Evans & Co., Second & Erie Sts., Camden, N. J.
TAURUS — Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.
TEAL—Albert Trostel & Sons Co., 1776 N. Commerce St., Milwaukee, Wis.
TECHNICALF—Hermann Loewenstein, Inc., 26 Ferry St., New York, N. Y.
TEEKO—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
TEETER-TOTTER—Wisconsin Leather Co., 1830 S. Third St., Milwaukee, Wis.
TERRINAP—William Greiner Co., 2252 N. Elston Ave., Chicago, Ill.
TEXAIRE—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
TEXAN—Superior Tanning Co., 1244 W. Division St., Chicago, Ill.
TEXTURESKIN—Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.
THE WHITEST WHITES—G. Levor & Co., Inc., Gloversville, N. Y.
TIGER SHARK—Ocean Leather Corp., 42 Garden St., Newark, N. J.
TICONDEROGA — Blackhawk Tanning Co., Inc., 1000 Bruce St., Milwaukee, Wis.
TINTORETTA SUEDE — Amalgamated Leather Cos., Inc., Front & Adams Sts., Wilmington, Del.
TIOGA OAK — Eberle Tanning Co., Church St., Westfield, Pa.
TIPSI — Griess-Pfleger Tanning Co., 1251 Sand St., Waukegan, Ill.
TI-TAN—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
TOMAHAWK—Blackhawk Tanning Co., Inc., 1000 Bruce St., Milwaukee, Wis.
TOMAHAWK — Fred Rueping Leather Co., 96 Doty St., Fond du Lac, Wis.
TONY—Creese & Cook Co., 33 Waters St., Danvers, Mass.
TOPLINE—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
TOPPA—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
TOPPATONE—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
TOUCHE — Colonial Tanning Co., 195 South St., Boston, Mass.
TRAILPAC—Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.
TREASURE ISLAND — Griess-Pfleger Tanning Co., 1251 Sand St., Waukegan, Ill.
TRISCUIT — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
TROPICAL SHARK — Ocean Leather Corp., 42 Garden St., Newark, N. J.
TROSCO—Albert Trostel & Sons Co., 1776 N. Commerce St., Milwaukee, Wis.
TROSTAN—Albert Trostel & Sons Co., 1776 N. Commerce St., Milwaukee, Wis.
TRU-TAN — Rapco Leather Co., 1010 Davis Ave., South Milwaukee, Wis.
TUFFY-TOP—Henry Leather Co., 150 Main St., Peabody, Mass.
TUFTOE—Eagle Ottawa Leather Co., Grand Haven, Mich.
TUMBLER—Colonial Tanning Co., 195 South St., Boston, Mass.
TURFTOP — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
TUSCAN — Hunt-Rankin Leather Co., Inc., 134 Beach St., Boston, Mass.
TUXEDO SIDES — Albert Trostel & Sons Co., 1776 N. Commerce St., Milwaukee, Wis.
TWEED CALF — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
TWEEN — Ohio Leather Co., 1052 N. State St., Girard, O.
TWINTAN—F. C. Donovan, Inc., 192 South Street, Boston, Mass.
TWO-STEP—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
TYROL — Ohio Leather Co., 1052 N. State St., Girard, O.

U

UNEEKA—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
UNIGLOVE—Irving Tanning Co., 134 Beach St., Boston, Mass.
UNIQUE — Irving Tanning Co., 134 Beach St., Boston, Mass.
UNITAN—United Tanners, Inc., 9 Orchard St., Dover, N. H.
UPLANDS GRAIN—B. D. Eisendrath Tanning Co., 702 Racine St., Racine, Wis.
URBANA—Ohio Leather Co., 1052 N. State St., Girard, O.
UTELLA—Albert Trostel & Sons Co., 1776 N. Commerce St., Milwaukee, Wis.

V

VAGABOND—Pfister & Vogel Tanning Co., 1531 N. Water St., Milwaukee, Wis.
VALENCIA — John R. Evans & Co., Second & Erie Sts., Camden, N. J.
VAQUERO — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.

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TANNERS

VASCELLI SUEDES — Vascel Leather Co., Inc., 12 W. 27th St., New York, N. Y.
VEEP—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
VEGETAN—Eagle Ottawa Leather Co., Grand Haven, Mich.
VEGETAN—S. B. Foot Tanning Co., Red Wing, Minn.
VELGLUV—Hebb Leather Co., Inc., 66 Lincoln St., Boston, Mass.
VELGRAIN — Hermann Loewenstein, Inc., 26 Ferry St., New York, N. Y.
VELKA — Colonial Tanning Co., 195 South St., Boston, Mass.
VELNAP — Armour Leather Co., 1113 Maryland Ave., Sheboygan, Wis.
VELNAP — Irving Tanning Co., 134 Beach St., Boston, Mass.
VELO—Pfister & Vogel Tanning Co., 1531 N. Water St., Milwaukee, Wis.
VELOURS—Pfister & Vogel Tanning Co., 1531 N. Water St., Milwaukee, Wis.
VELVA — Irving Tanning Co., 134 Beach St., Boston, Mass.
VELVESHEEN — Irving Tanning Co., 134 Beach St., Boston, Mass.
VELVETTA—Irving Tanning Co., 134 Beach St., Boston, Mass.
VENUS CALF—B. D. Eisendrath Tanning Co., 702 Racine St., Racine, Wis.
VERONA — Seton Leather Co., 849 Broadway, Newark, N. J.
VERZA'S—Verza Tanning Co., 107 Foster St., Peabody, Mass.
VIKING—A. F. Gallun & Sons Corp., 1818 N. Water St., Milwaukee, Wis.
V.I.P.—Irving Tanning Co., 134 Beach St., Boston, Mass.
VIRGINIA OAK — Virginia Oak Tannery, Inc., Luray, Va.
VIVANT—A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
VODE GLAZED KID — Allied Kid Co., Standard Div., 209 South St., Boston, Mass.
VODELLE SUEDE KID — Allied Kid Co., Standard Div., 209 South St., Boston, Mass.
VOLANTE — Beggs & Cobb, Inc., 76 South St., Boston, Mass.
VORELLA—G. Levor & Co., Inc., Gloversville, N. Y.
VOTAN SUPER SOLE—Virginia Oak Tannery, Inc., Luray, Va.
VULCANA—Braude Bros. Tanning Corp., 154 Nassau St., New York, N. Y.
VULCATAN—United Tanners, Inc., 9 Orchard St., Dover, N. H.

W

WALTHAM — Eagle Ottawa Leather Co., Grand Haven, Mich.
WALTON — Pfister & Vogel Tanning Co., 1531 N. Water St., Milwaukee, Wis.
WASHETTE—Ohio Leather Co., 1052 N. State St., Girard, O.
WATERSHED — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
WAUKEE COMBOTAN — Spiegel Tanning Co., Inc., 19 Spruce St., New York, N. Y.
WAXANA — Irving Tanning Co., 134 Beach St., Boston, Mass.
WAXINE—Universal Tanning Co., 134 Beach St., Boston, Mass.
WAXONA — Braude Bros. Tanning Corp., 154 Nassau St., New York, N. Y.
WECO—Weil & Eisendrath Co., 2221-39 Elston Ave., Chicago, Ill.
WEILDA CALF — A. C. Lawrence Leather Co., Sawyer St., Peabody, Mass.
WELDERTAN — Blackhawk Tanning Co., Inc., 1000 Bruce St., Milwaukee, Wis.
WELDTAN—General Split Corp., 748 W. Virginia St., Milwaukee, Wis.
WELLFLEET—Beggs & Cobb, Inc., 76 South St., Boston, Mass.
WHITE L'ELEGANCE — Geilich Tanning Co., 491 W. Water St., Taunton, Mass.
WINCHESTER — Beggs & Cobb, Inc., 76 South St., Boston, Mass.
WINNEBAGO—Fred Rueping Leather Co., 96 Doty St., Fond du Lac, Wis.
WISCONA — Pfister & Vogel Tanning Co., 1531 N. Water St., Milwaukee, Wis.
WOLVERINE PRINTS—Eagle Ottawa Leather Co., Grand Haven, Mich.
WORKTAN—General Split Corp., 748 W. Virginia St., Milwaukee, Wis.

Y

YOGI—Pfister & Vogel Tanning Co., 1531 N. Water St., Milwaukee, Wis.

Z

ZEBU—Albert Trostel & Sons Co., 1776 N. Commerce St., Milwaukee, Wis.
ZENITH—Pfister & Vogel Tanning Co., 1531 N. Water St., Milwaukee, Wis.
ZEPHYR BUCK — Seton Leather Co., 849 Broadway, Newark, N. J.
ZUMBRO—S. B. Foot Tanning Co., Red Wing, Minn.

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ALLIED INDUSTRIES

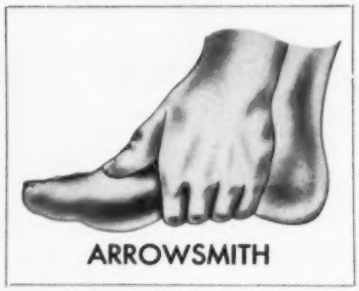
A

ABCO—heel bases—Amory Counter & Plastics Co., Inc., 55 Amory St., Roxbury, Mass.
ABCO—Atlantic Blacking & Chemical Co., 45-39 37th St., Long Island City, N. Y.
ABSORBO — corn & callous pads—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
ACE—shoe tree—Rochester Shoe Tree Co., Inc., P. O. Box 3536, Rochester, N. Y.
ACME—tools & blades—Henry Westpfal & Co., Inc., 4 E. 32nd St., New York, N. Y.
ACRELLA—Princeton Mills Div., Burlington Industries, Inc., 450 Seventh Ave., New York, N. Y.
ACTRAGARD—sole leather impregnator—Arthur C. Trask Co., 327 S. LaSalle St., Chicago, Ill.
ACTRASOL — fat liquor — Arthur C. Trask, 327 S. LaSalle St., Chicago, Ill.
ACTROL—fatty ester—Arthur C. Trask Co., 327 S. LaSalle St., Chicago, Ill.
ADALOX—sanding belts, discs & sheets —Behr-Manning Co., 1660 Howe St., Troy, N. Y.
ADCO — adhesive — Adhesive Products Corp., 1660 Boone Ave., New York, N. Y.
ADGRIP—adhesive—Adhesive Products Corp., 1660 Boone Ave., New York, N. Y.
ADHESEX—adhesive remover—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
ADHESITE — adhesive cement—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
ADHESTITE—pads—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
ADJUST-ARCH—foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
ADRUB—adhesive—Adhesive Products Corp., 1660 Boone Ave., New York, N. Y.
ADSEAL — adhesive — Adhesive Products Corp., 1660 Boone Ave., New York, N. Y.
AEROCHEPE — Monarch Rubber Co., Inc., 3500-3522 Pulaski Hwy., Baltimore 24, Md.
AEROFLEX — Monarch Rubber Co., Inc., 3500-3522 Pulaski Hwy., Baltimore 24, Md.
AERO-LITE—C. S. Pierce Co., 278 Montello St., Brockton, Mass.
AEROLITE—Monarch Rubber Co., Inc., 3500-3522 Pulaski Hwy., Baltimore 24, Md.
AEROWALK — heel cushions, cushion insoles—Silverite Gutterman Co., 212 Summer St., Boston, Mass.
AFCO—shoe felts—American Felt Co., 36 Glenville Rd., Glenville, Conn.
A-FLEX—Apex Tire & Rubber Co., Shoe Products Div., 505 Central Ave., Pawtucket, R. I.

ALLIED INDUSTRIES

AIRCELL — insole — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
AIR-CELL—heel cushion—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
AIRCORK — Bearfoot Sole Co., Inc., First & Water Sts., Wadsworth, O.
AIRCUSHION—Bearfoot Sole Co., Inc., First & Water Sts., Wadsworth, O.
AIRCUSHION-AIROLITE — Bearfoot Sole Co., Inc., First & Water Sts., Wadsworth, O.
AIRFLEX — Bearfoot Sole Co., Inc., First & Water Sts., Wadsworth, O.
AIR GROOVE — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
AIR-KUSHION—Harold F. Swant Co., 591 Ashland Ave., St. Paul, Minn.
AIRLITE—foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
AIR LITE—Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
AIROFLEX—Bearfoot Sole Co., Inc., First & Water Sts., Wadsworth, O.
AIR O FLOW—Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
AIR-O-FOAM—Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
AIR-O-LIGHT—Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
AIR-O-LITE—Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
AIROLITE — Bearfoot Sole Co., Inc., First & Water Sts., Wadsworth, O.
AIR-O-PHYLL — insoles — Scott Foot Appliance Co., 1701 Webster St., Omaha, Neb.
AIR-O-SPONGE — Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
AIR-O-TRED—Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
AIR-PILLO—insole—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
AIRPLAST — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
AIRVENT—foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
AJAX—cement—Columbia Cement Co., Inc., 150 Ingraham St., Brooklyn, N. Y.
ALLFAB—compo pad—Felters Co., 210 South St., Boston, Mass.
ALL-PURPOSE — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
ALL-REZ — waterproof resin-bonded abrasives—Clover Mfg. Co., 327 Main St., Norwalk, Conn.
ALL SPORT—New Jersey Rubber Co., Taunton, Mass.
ALLWEATHER — tape — Boston Machine Works Co., 7-17 Willow St., Lynn, Mass.
ALOXITE—aluminum oxide abrasive—Carborundum Co., Niagara Falls, N. Y.
ALPHA—shoe machinery—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
AMALGAMATED PLASTICS—A & L Heel Corp., Osgood St., Methuen, Mass.
AMALGAMATED PLASTICS — United Heel Corp., Foot of Crosby St., Lowell, Mass.
AMAZEEN — shoe machinery — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
AMBA TIP—shoe laces—United Lace & Braid, Inc., 166 Valley St., Providence, R. I.
AMBIRCO — American Biltrite Rubber Co., Inc., 22 Willow St., Chelsea, Mass.
AMERICAN — shoe laces — American Lace & Braid Mfg. Co., 217 Conant St., Pawtucket, R. I.
AMERICAN — shoe machinery—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
AMERICAN SHOE MACHINERY—Fayscott Landis Machine Corp., 8707 Riverview Blvd., St. Louis, Mo.
AMERICOTE—Phillips Premier Corp., Subsidiary of Allied Kid Co., 186 South St., Boston, Mass.
AMERIZE—American Finish & Chemical Co., 1012 Broadway, Chelsea, Mass.
AMF—decorative stitching machines—American Machine & Foundry Co., Stitching Machinery Div., 261 Madison Ave., New York, N. Y.
AMFLEX—American Finish & Chemical Co., 1012 Broadway, Chelsea, Mass.
AMIGO—shoe fabrics—Majestic Fabrics, Inc., 106 Beach St., Boston, Mass.

AMORY—counter & plastics—Amory Counter & Plastics Co. Inc., 55 Amory St., Roxbury, Mass.
AMSSCO—shoe shanks—American Shoe Shank Co., Inc., 53 E. Main St., Avon, Mass.
ANCHOR — hardware products—North & Judd Mfg. Co., 500 E. Main St., New Britain, Conn.
ANCORBOND—Maynard H. Moore, Jr., Inc., 430 Main St., Stoneham, Mass.
ANTHOLITE—Thomas J. Anthoine Co., Inc., 561-567 Pleasant St., Lewistown, Me.
ANTI-PRESSURE — pad—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
ANTI-SLIP — heel liner — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
ANTOINE — hosiery — Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo. —Wholesaler
APEX—Apex Foot Health Products Co., 695 Sixth Ave., New York, N. Y.
APEX—shoe machinery, shanks & hand tools—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
APNATURAL LATEX — adhesive—Adhesive Products Corp., 1660 Boone Ave., New York, N. Y.
APTEX LATEX CEMENT—adhesive—Adhesive Products Corp., 1660 Boone Ave., New York, N. Y.
APPLETON — die cutting blocks—Appleton Wood Products Co., 1519 W. Second St., Appleton, Wis.
AQUA-CELASTIC — Wasco Chemical Co., Inc., Bay State Rd., Cambridge, Mass.
ARCH-A-LINER — pads — Scott Foot Appliance Co., 1701 Webster St., Omaha, Neb.
ARCH BALANCERS — Hersco Arch Products Corp., 137 E. 25th St., New York, N. Y.
ARCH BEND — foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
ARCH BUILDERS—Trimfoot Co., Appliance Prods., Div., Farmington, Mo.
ARCH-HELP — foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
ARCHLIFT — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
ARCHOPLAST—foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
ARCH-POISE — foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
ARCH PROP — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
ARCH REST—insole—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
ARDENITE—Beckwith-Arden, Inc., 203 Arlington St., Watertown, Mass.
ARGO-PILE — Phillips Premier Corp., Subsidiary of Allied Kid Co., 186 South St., Boston, Mass.
ARISTA — innersoling materials — Texon, Inc., Canal St., South Hadley Falls, Mass.
ARISTOCRAT—O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
ARMOUR-CLAD — coated abrasive — Armour Alliance Industries, 16123 Armour St., N. E., Alliance, O.
ARMORCORD — Quabaug Rubber Co., 17 School St., North Brookfield, Mass.
ARMORCORK — Quabaug Rubber Co., 17 School St., North Brookfield, Mass.
ARMORFLEX — Quabaug Rubber Co., 17 School St., North Brookfield, Mass.
ARMORTRED — Quabaug Rubber Co., 17 School St., North Brookfield, Mass.
ARMPAK — felt & foam — Allied-City Wide, Inc., 180 Wooster St., New York, N. Y.
ARROW—awl hafts—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
ARROW—foot appliance—Arrowsmith Mfg. Co., Inc., 104 W. 17th St., New York, N. Y.
ARROWSMITH — foot appliance — Arrowsmith Mfg. Co., Inc., 104 W. 17th St., New York, N. Y.
ARTICOR—C. I. C. Machinery, Inc., 610 Atlantic Ave., Boston, Mass.
ASHTON—hand tools—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
ATHLETIC — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
ATLANTIC — Atlantic Blacking & Chemical Co., 45-39 37th St., Long Island City, N. Y.



ATLAS—rubber cement—Columbia Cement Co., Inc., 150 Ingraham St., Brooklyn, N. Y.
ATOMIC—stitching wax—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
AUTOFORM — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
AUTO-SOLER—heel attaching machinery—Auto-Soler Co., 267 Marietta St., Atlanta, Ga.
AVON—Avon Sole Co., Avon, Mass.
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AVONITE—Avon Sole Co., Avon, Mass.
AVONITE FLEX—Avon Sole Co., Avon, Mass.
AYRLYTE—Ayrlyte Corp., 400 Madison Ave., New York, N. Y.
AYR-RIB—Ayrlyte Corp., 400 Madison Ave., New York, N. Y.
AYRTEX—Ayrlyte Corp., 400 Madison Ave., New York, N. Y.

B

BADGER — leather finishes — Badger Shoe Dye Co., 1013 W. Oklahoma Ave., Milwaukee, Wis.
BAINFLEX—North American Chemical Co., 19 Chestnut St., Cambridge, Mass.
BAKU—shoe fabrics—Majestic Fabrics, 106 Beach St., Boston, Mass.
BALANCE STEP—Modern Orthopedic Appliance Co., Inc., 584 Broadway, New York, N. Y.
BALLET—satin—Cedar Cliff Silk Co., Inc., 230 Fifth Ave., New York, N. Y.
BALL-O-FOOT—foot cushion—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
BANTAM RIB RIPPLE SOLE—Ripple Sole Corp., 28 W. Adams Ave., Detroit, Mich.
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BEEHIVE—Beebe Rubber Co., 20 Marshall St., Nashua, N. H.
BEHR-MANNING—abrasives, tapes & stones — Behr - Manning Co., 1660 Howe St., Troy, N. Y.
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BESTEX—Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
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BROOKSUEDE—Brookside Mfg., Inc., 65 Brookside Ave., Boston, Mass.

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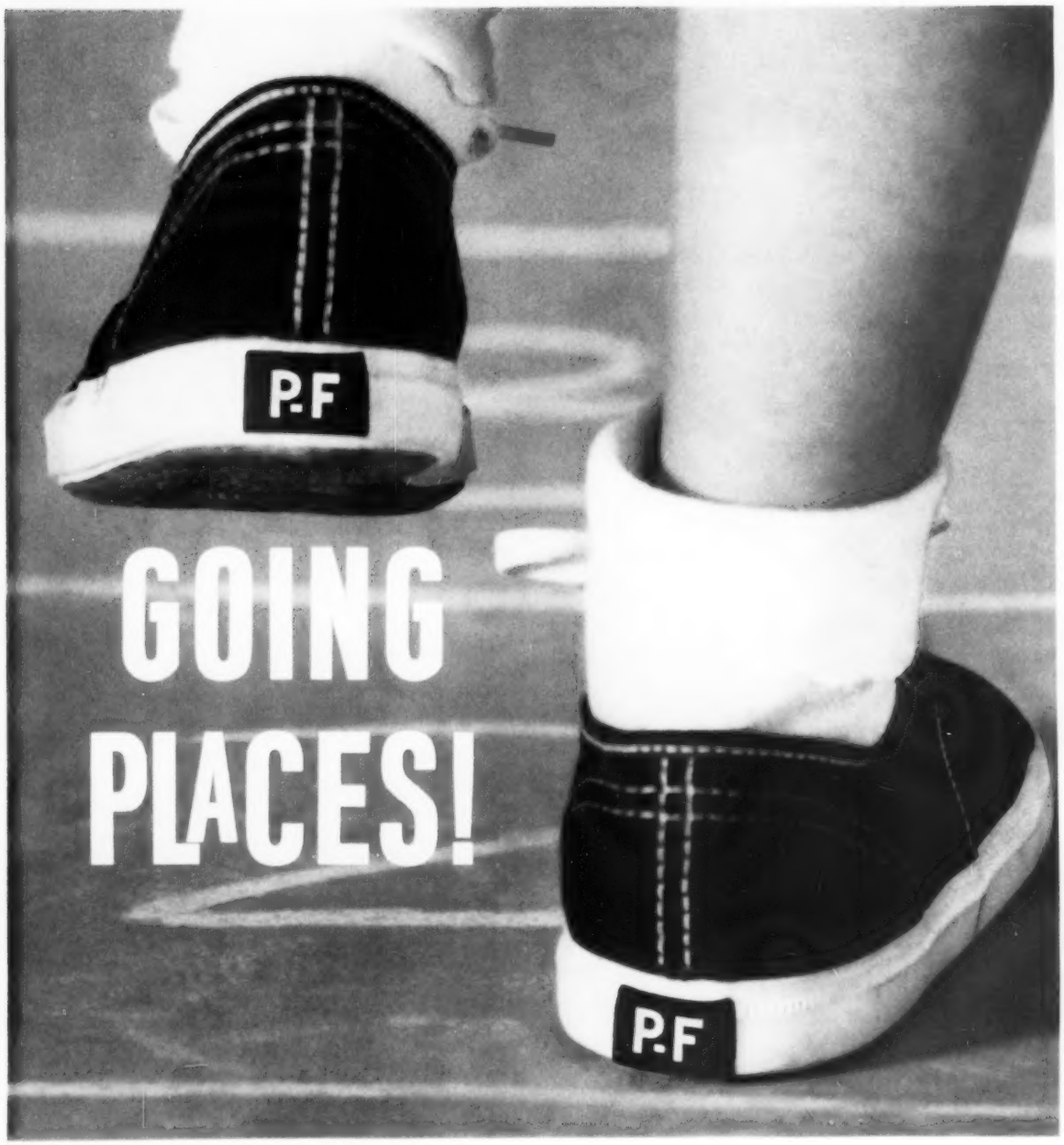

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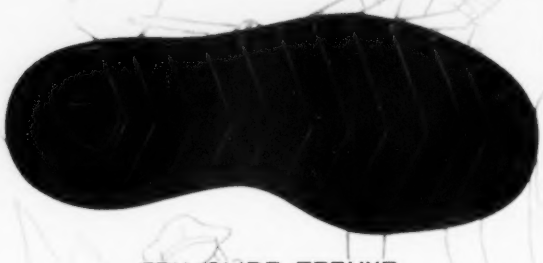

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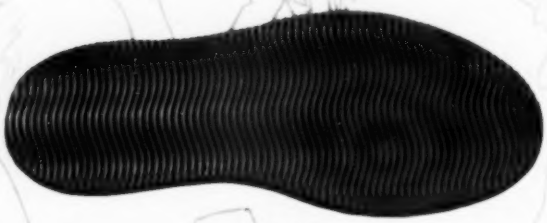

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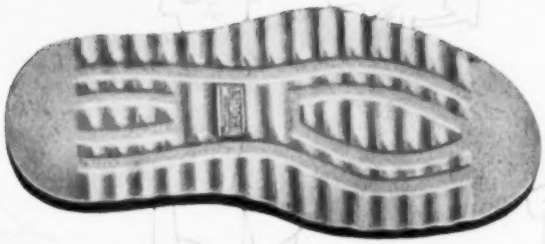

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COMMANDER — shoe tree — Rochester Shoe Tree Co., Inc., P. O. Box 3536, Rochester, N. Y.
COMMANDER—Cat's Paw Rubber Co., Inc., Warner & Ostend Sts., Baltimore, Md.
COMMON—lacing hooks & awl handles —United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
COMPO—Compo Shoe Machinery Corp., 125 Roberts Road, Waltham, Mass.
CONDUCTIVE — Avon Sole Co., Avon, Mass.
CONGA — shoe fabrics — Majestic Fabrics, Inc., 106 Beach St., Boston, Mass.
CONSOLIDATED — shoe machinery — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
CONTAFORM — Charles G. Keferstein, 400 Madison Ave., New York, N. Y.
CONTINENTAL FIBREBOARDS — Henry Fuchs & Son, Inc., 94-104 Ninth St., Brooklyn, N. Y.
CONVERT-A-PACK—stock & carry out shoe box—Mendle Box Wrap & Label Corp., 8110 Eager Rd., St. Louis, Mo.
CONVINSAL — Manufacturing Laboratories, Inc., 249 Fifth St., Cambridge, Mass.
CONVOY — hardened fiber tote box — Convoy, Inc., 3424 Navarre Rd., S. W., Canton, O.
CORD DECK—Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
CORDECK—Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
CORD-EDGE — Moore Fabrics, Inc., Washington St., Pawtucket, R. I.
CORD-GRIP—Quabaug Rubber Co., 17 School St., North Brookfield, Mass.
CORDO-HYDE—shoe laces—O. A. Miller Div. United Shoe Machine Corp., 150 Main St., Plymouth, N. H.
CORD-ON-END—Quabaug Rubber Co., 17 School St., North Brookfield, Mass.
CORDUROY — Avon Sole Co., Avon, Mass.
CORK-EEZ—Apex Tire & Rubber Co., Shoe Products Div., 505 Central Ave., Pawtucket, R. I.
CORK-GRIP—Quabaug Rubber Co., 17 School St., North Brookfield, Mass.
CORK-LITE—Goodyear Tire & Rubber Co., 1144 E. Market St., Akron, O.
CORK-TAN—Apex Tire & Rubber Co., Shoe Products Div., 505 Central Ave., Pawtucket, R. I.
CORK-TEX—Apex Tire & Rubber Co., Shoe Products Div., 505 Central Ave., Pawtucket, R. I.
CORKTRED—Goodyear Tire & Rubber Co., 1144 E. Market St., Akron, O.
CORRECT FITTER—Lafayette Correct Fitter Co., 34 Light St., Baltimore, Md.
CORTHELL—cutters & irons—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
CORTLINE — braid shoe laces — Cortland Line Co., Inc., 67 E. Court St., Cortland, N. Y.
COUNTRY CLUB — Quabaug Rubber Co., 17 School St., North Brookfield, Mass.
CRAFT CORD — Gro-Cord Rubber Co., 807 N. Jackson St., Lima, O.
CREPEFLEX—Lynn Innersole Co., 125 Braintree St., Allston, Mass.
CREPE-LITE—Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
CREPE-TEX—Apex Tire & Rubber Co., Shoe Products Div., 505 Central Ave., Pawtucket, R. I.
CRESCENT — arch supports — Scott Foot Appliance Co., 1701 Webster St., Omaha, Neb.
CREST — shoe machinery & brushes — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.

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CROWN—moire—Cedar Cliff Silk Co., Inc., 230 Fifth Ave., New York, N. Y.
CROWN—Hagerstown Rubber Co., City Park & Highland Way, Hagerstown, Md.
CROWN NEOLITE—Goodyear Tire & Rubber Co., 1144 E. Market St., Akron, O.
CRUSADER—Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
CRYSTOLON — sharpening stones — Behr-Manning Co., 1660 Howe St., Troy, N. Y.
CUBOID STABLIZER—foot supports—Stabilizer Co., 740 S. Flower St., Los Angeles, Calif.
CUM-FIT—foot appliance—E-Z Walk Arch Corp., 104 W. 17th St., New York, N. Y.
CUNEIFORM — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
CURA-SOLE — Beebe Rubber Co., 20 Marshall St., Nashua, N. H.

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CURO—bunion salve & foot balm— Arrowsmith Mfg. Co., Inc., 104 W. 17th St., New York, N. Y.
CURON—Lynn Innersole Co., 125 Braintree St., Allston, Mass.
CUROPAD — pads — Arrowsmith Mfg. Co., Inc., 104 W. 17th St., New York, N. Y.
CUSHION ARCH — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
CUSHION CORK—combination cushion & insole material—Armstrong Cork Co., Lancaster, Pa.
CUSHION INSOLES — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
CUSHION TREAD—O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
CUSH-N-CREPE—Avon Sole Co., Avon, Mass.
CUSH-N-FIT—sponge rubber sheets—Davidson Rubber Co., Dover, N. H.
CUSH-N-FOAM—Avon Sole Co., Avon, Mass.
CUSH-O-LITE—Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
CUSTOM—shoe trees—O. A. Miller, Div. United Shoe Machinery Corp., 150 Main St., Plymouth, N. H.
CYCLONE — leather bleach — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
CYCOLAC GS—ABS shoe heel plastic—Marbon Chemical Div. Borg-Warner Corp., P. O. Box 68, Washington, W. Va.

D

DAGMAR — Hagerstown Rubber Co., City Park & Highland Way, Hagerstown, Md.
DAN-DI—Dan Lewis, Inc., 42 Park St., Dover, N. H.
DANN-DEE — display fixtures—Dann-Dee Display Fixtures, 131 S. Wacker Dr., Chicago, Ill.
DANSKIN—tites & leotards—Danskin, Inc., 437 Fifth Ave., New York, N. Y.
DAREX—insoles, shoe adhesives, fibre weltings, plumpers and coating bases W. R. Grace & Co., Dewey & Almy Chemical Div., 45 N. Fourth St., Quakertown, Pa.
DARKFLEX—Merker Counter Co., Inc., 12 Duncan St., Haverhill, Mass.
DART—Hagerstown Rubber Co., City Park & Highland Way, Hagerstown, Md.
DAWHIDE — Thomas Taylor & Sons, Inc., 50 Houghton St., Hudson, Mass.
DEACON—hand tools—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
DEBUTANTE—fabric shoe dye—George J. Kelly, Inc., 56 Sanderson Ave., Lynn, Mass.
DECK — Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
DECKORK — Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
DECKS BY BLUE RIDGE—Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
DECK-TREDS—Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
DELAWEAR—Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
DE LUXE — Cavalier Co., 1201 Key Highway, Baltimore, Md.
DE LUXE—pads—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
DELUXE — New Jersey Rubber Co., Taunton, Mass.
DERMOLIQUOR — tanning material — Fiber Chemical Corp., P. O. Box 218, Matawan, N. J.
DERMOPLAST — tanning material — Fiber Chemical Corp., P. O. Box 218, Matawan, N. J.
DIAMOND—B. F. Goodrich Co., 500 S. Main St., Akron, O.
DIAMOND MIST—International Fabric Corp., 162 Lincoln St., Boston, Mass.
DIGITO — foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
DIPLOMAT—C. S. Pierce Co., 278 Montello St., Brockton, Mass.
DO ALL—hinge—Vulcan Corp., Sinton Mezzanine, Cincinnati, O.
DR. SCHOLLS—appliances, remedies & arch supports—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
DR. SCHOLL'S DOUBLE DUTY CORN KIT—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
DR. SCHOLL'S HEIGHT ELEVATORS —Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
DR. SCHOLL'S HOSETTES — Scholl Mfg. Co., Inc., 212 West Schiller St., Chicago, Ill.
DODGE COMPO FITMASTER — Dodge Process Co., 20 Toppans Lane, Newburyport, Mass.
DOPACO—Salwen Paper Co., Inc., One Rewe St., Brooklyn 11, N. Y.
DOT FASTENERS—Carr-Fastener Co., Div. United-Carr Fastener Corp., 31 Ames St., Cambridge, Mass.
DOT-SNAP-IT — Felch-Anderson Co., 248 Toronto Ave., Providence, R. I.
DOUBLEDECK—Barbour Corp., 932 N. Montello St., Brockton, Mass.
DOUBLE DIAMOND—New Jersey Rubber Co., Taunton, Mass.
DOUBLE EAGLE—New Jersey Rubber Co., Taunton, Mass.
DOUBLEGRIP — adhesive — Adhesive Products Corp., 1660 Boone Ave., New York, N. Y.
DOUBLE SEAL — surgical products—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
DOUBLE STEP—New Jersey Rubber Co., Taunton, Mass.
DOUBLETWILL — Pepperell Mfg. Co., 160 State St., Boston, Mass.
DOUBLEWEAR—B. F. Goodrich Co., 500 S. Main St., Akron, O.
DOVETAIL HEEL — Amalgamated Plastic Corp., Ft. of Crosby St., Lowell, Mass.
DREMEL — electric shoe polishers — Dremel Mfg. Co., 2420 18th St., Racine, Wis.
DRESS-LITE—O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
DRESS PARADE—shoe polishes—Best Foods, Div. of Corn Products Sales Co., 10 E. 56th St., New York, N. Y.
DRESSWELT — Barbour Corp., 932 N Montello St., Brockton, Mass.
DRESWEL — New Jersey Rubber Co., Taunton, Mass.
DRI-BRITE—C. S. Pierce Co., 278 Montello St., Brockton, Mass.
DRI-BRITE — finishes — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
DRI-LUBE — finishing paper — Carborundum Co., Niagara Falls, N. Y.
DRI-NAMEL—leather repairer—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
DRITEX—foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
DRYLON — foot powder — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
DRYSEAL—vinyl shoe welt—Okonite Co., Dryseal Div., Passaic, N. J.
DUPLEX—Avon Sole Co., Avon, Mass.
DUPLEX-AVONITE — Avon Sole Co., Avon, Mass.
DUPLEX GRISTLE — Avon Sole Co., Avon, Mass.
DUPLEX GUMSAR — Avon Sole Co., Avon, Mass.
DUPLEX LATEX CREPE—Avon Sole Co., Avon, Mass.
DUPLEX NAP—Avon Sole Co., Avon, Mass.
DUPLEX RUF TRED—Avon Sole Co., Avon, Mass.
DUPLITE—Avon Sole Co., Avon, Mass.
DUO-LITE—Apex Tire & Rubber Co., Shoe Products Div., 505 Central Ave., Pawtucket, R. I.
DUOTEX — Pepperell Mfg. Co., 160 State St., Boston, Mass.
DUPLEX — shoe machinery & heel scouring wheels—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
DURABEL — metals — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
DURABELUM — metals — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
DURACOAT — finishes — General Adhesives & Chemical Co., 6100 Centennial Blvd., Nashville, Tenn.
DURAKALF — Textileather Div., General Tire & Rubber Co., 607 Madison Ave., Toledo, O.
DURALENE—B. B. Chemical Co., 784 Memorial Dr., Cambridge, Mass.
DURALENE—leather finishes — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
DURALITE—C. S. Pierce Co., 278 Montello St., Brockton, Mass.
DURALITE—Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
DURALOID — lacing hooks — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
DURAVON—Avon Sole Co., Avon, Mass.
DURITE—sanding belts, discs & sheets —Behr-Manning Co., 1660 Howe St., Troy, N. Y.
DURO-COAT—Felch-Anderson Co., 248 Toronto Ave., Providence, R. I.

DUROCORK — Bearfoot Sole Co., Inc., First & Water Sts., Wadsworth, O.
DUR-O-FAST — Duro Finishing Corp., 110 Chace St., Fall River, Mass.
DUROLITE — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
DUR-O-PERM—Duro Finishing Corp., 110 Chace St., Fall River, Mass.
DURO-SNAP-IT — Felch-Anderson Co., 248 Toronto Ave., Providence, R. I.
DUROTEX — Bearfoot Sole Co., Inc., First & Water Sts., Wadsworth, O.
DYECO — leather dyes — Badger Shoe Dye Co., 1013 W. Oklahoma Ave., Milwaukee, Wis.
DYNACEL — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
DYNACHROME — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
DYNACREPE — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
DYNALAM—Princeton Mills Div., Burlington Industries, Inc., 450 Seventh Ave., New York, N. Y.
DYNALURE — Princeton Mills Div., Burlington Industries, Inc., 450 Seventh Ave., New York, N. Y.
DYNAPRESS — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
DYNAPRINT — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
DYNEL — modacrylic fibers — Union Carbide Chemicals Co., Div. of Union Carbide Corp., 270 Park Ave., New York, N. Y.

E

EAGLE — New Jersey Rubber Co., Taunton, Mass.
EAGLE—hand tools—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
EAGLE BRAND — tongue lining felt, heel pad felt—Felters Co., 210 South St., Boston, Mass.
EASE-ALL—insoles & foot appliances —Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
EASE-FEET — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
EASY FEET — heel cushions — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
EASY KARY — shopping bags — Triangle Bag Co., 1201-1399 Madison Ave., Covington, Ky.
EASY-SHOE-KARY BAGS — Triangle Bag Co., 1201-1399 Madison Ave., Covington, Ky.
EBONITE—counters—Western Leather Co., 904 E. Pearson St., Milwaukee, Wis.
ECHO—Beckwith-Arden, Inc., 203 Arlington St., Watertown, Mass.
ECONOMY — shoe machinery — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
EDWARDS—sock lining stamping machines—Boston Machine Works Co., 7-17 Willow St., Lynn, Mass.
ELASTICITE — Irving L. Keith, 114 Hale St., Haverhill, Mass.
ELASTO CREPE — Goodyear Tire & Rubber Co., 1144 E. Market St., Akron, Ohio
ELASTOE — Beckwith-Arden, Inc., 203 Arlington St., Watertown, Mass.
ELASTOPLASTIC — vinyl dispersion compounds — Polymer Chemical Co., 5920 Carthage Ave., Cincinnati, O.
ELFSKIN—linings & upper material—Elfskin Corp., Main St., (Cherry Valley), Worcester, Mass.
ELFSUEDE—sueded fabrics — Elfskin Corp., Main St. (Cherry Valley), Worcester, Mass.
ELVANOL — polyvinyl alcohol — E. I. duPont de Nemours & Co., Inc., Wilmington, Del.
ELVACET—polyvinyl acetate E. I. duPont de Nemours & Co., Inc., Wilmington, Del.
EMERSON — heel scouring wheels — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
ENDURA—shoe cover & shoe stay material—W. R. Grace & Co., Dewey & Almy Chemical Div., 45 N. Fourth St., Quakertown, Pa.
ENSIGN — shoe machinery — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
EPIDOL — tanning material — Fiber Chemical Corp., P. O. Box 218, Matawan, N. J.
EPITAN — tanning material — Fiber Chemical Corp., P. O. Box 218, Matawan, N. J.
EPOX-A-WELD — epoxy adhesives & coatings — Polymer Chemical Co., 5920 Carthage Ave., Cincinnati, O.
ERCO—Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
ESQUIRE—shoe care products — Knomark, Inc., 330 Wythe Ave., Brooklyn, N. Y.
ESQUIRE BAG WHITE — Knomark, Inc., 330 Wythe Ave., Brooklyn N. Y.
ESQUIRE BEIGE BUCK BAG — Knomark, Inc., 330 Wythe Ave., Brooklyn, N. Y.
ESQUIRE CORKETTE CLEANER — Knomark, Inc., 330 Wythe Ave., Brooklyn, N. Y.
ESQUIRE CUSTOM FINISH — Knomark, Inc., 330 Wythe Ave., Brooklyn, N. Y.
ESQUIRE LANOL-WHITE—Knomark, Inc., 330 Wythe Ave., Brooklyn, N. Y.
ESQUIRE LANO-WAX—Knomark, Inc., 330 Wythe Ave., Brooklyn, N. Y.
ESQUIRE OLD TANNER WHITE—Knomark, Inc., 330 Wythe Ave., Brooklyn, N. Y.
ESQUIRE PATENT GLOW—Knomark, Inc., 330 Wythe Ave., Brooklyn, N. Y.
ESQUIRE RUB GUM—Knomark, Inc., 330 Wythe Ave., Brooklyn, N. Y.
ESQUIRE SCUFF-KOTE — Knomark, Inc., 330 Wythe Ave., Brooklyn, N. Y.
ESQUIRE SHOE & BAG BEAUTY—Knomark, Inc., 330 Wythe Ave., Brooklyn, N. Y.
ESQUIRE WATER SHED—Knomark, Inc., 330 Wythe Ave., Brooklyn, N. Y.
ESSEX—Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
ESSEX—vinyl sock lining—I. Brockman & Co., Inc., 207 Essex St., Boston, Mass.
EUREKA — insole stiffener — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
EVER BRIGHT—C. S. Pierce Co., 278 Montello St., Brockton, Mass.
EVERFLEX—American Biltrite Rubber Co., Inc., 22 Willow St., Chelsea, Mass.
EVERLITE—American Biltrite Rubber Co., Inc., 22 Willow St., Chelsea, Mass.
EXCEL—rubber cement—Columbia Cement Co., Inc., 150 Ingraham St., Brooklyn, N. Y.
EXCELLITE — Cooney - Weiss Fabric Corp., 115 Beach St., Boston, Mass.
EXERPED — foot exerciser — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
EXTENDORS — heel linings — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
EXTRAFINE—B. F. Goodrich Co., 500 S. Main St., Akron, O.
EXTRAFLEX—B. F. Goodrich Co., 500 S. Main St., Akron, O.
EXTRALITE—B. F. Goodrich Co., 500 S. Main St., Akron, O.
EXTRASOFT—B. F. Goodrich Co., 500 S. Main St., Akron, O.
EXTRA TAP — New Jersey Rubber Co., Taunton, Mass.
EXTRAWEAR—B. F. Goodrich Co., 500 S. Main St., Akron, O.
EXTRAWEAR — Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
E-Z — Hagerstown Rubber Co., City Park & Highland Way, Hagerstown, Md.
E-Z BRITE—finishes—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
EZE — shoe sundry items — Herman's Nov. Mfg. Co., Inc., 476 Knickerbocker Ave., Brooklyn, N. Y.
E-Z KLEEN — finishes — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
E-Z WALK—foot appliance & pads—E-Z Walk Arch Corp., 104 W. 17th St., New York, N. Y.

F

FAB-LEA—Uni-Mark, Inc., 169 A St., Boston, Mass.
FABRAY—Salwen Paper Co., Inc., One Rewe St., Brooklyn 11, N. Y.
FABRILITE—Phillips Premier Corp., Subsidiary of Allied Kid Co., 186 South St., Boston, Mass.
FABRINE — fabric — Fabrine, Inc., 23 Beekman St., New York, N. Y.
FABRISOCK—Uni-Mark, Inc., 169 A St., Boston, Mass.
FABULITE—Beebe Rubber Co., 20-22 Marshall St., Nashua, N. H.
FACO — Felch-Anderson Co., 248 Toronto Ave., Providence, R. I.
FACO-TWIN—Felch-Anderson Co., 248 Toronto Ave., Providence, R. I.
FADE-A-WAY—box toes—reinforcing material—Regano Box Toe Co., 40 Lewis St., Haverhill, Mass.

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FAIRGATE—shoe size stick—Fairgate Rule Co., Cold Spring, N. Y.
FAIR WAY — golf spikes — Sterling Worth, Inc., 225 N. Green St., Chicago, Ill.
FAIRY FORMS—shoe & hosiery forms —Shoe Form Co., Inc., Aurelius Ave., Auburn, N. Y.
FAIRYLITE—shoe & hosiery forms—Shoe Form Co., Inc., Aurelius Ave., Auburn, N. Y.
FANTON FOAM INSOLES—Scott Foot Appliance Co., 1701 Webster St., Omaha, Neb.
FARBERIZED—insoles & welting—L. Farber Co. & L. Farber Welting Co., 160 Fremont St., Worcester, Mass.
FASHIONTREND — International Fabric Corp., 162 Lincoln St., Boston, Mass.
FASTCUT—waterproof abrasive paper —Carborundum Co., Niagara Falls, N. Y.
FEATHERFLEX — Monarch Rubber Co., Inc., 2500-2522 Pulaski Hwy., Baltimore 24, Md.
FEATHER-LITE—insoles—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
FEATHER-PINE — wedges & demi-wedges—Wilner Wood Products Co., Alpine St., Norway, Me.
FEATHERWEIGHT—foot appliance—Arrowsmith Mfg. Co., Inc., 104 W. 17th St., New York, N. Y.
FEATHERWEIGHT — arches—Modern Orthopedic Appliance Co., Inc., 584 Broadway, New York, N. Y.
FEDERAN—Federal Industries, A Textron Co., 681 Main St., Belleville, N. J.
FELLMAN TRI-VAC—heels & soles—Fellman Tri-Vac Ftwr. Inc., 42 S. Livingston Ave., Livingston, N. J.
FENT-O-FOIL — Fenton Label Co., Coral & Buckius Sts., Philadelphia, Pa.
FENT-ONAMEL — high gloss gummed labels—Fenton Label Co., Coral & Buckius Sts., Philadelphia, Pa.
FENT-O-SEAL—pressure sensitive labels—Fenton Label Co., Coral & Buckius Sts., Philadelphia, Pa.
FERRERS FLEX — leather board—Brockton Cut Sole Corp., 53 Spark St., Brockton, Mass.
FETHA-FOAM—Plymouth Rubber Co., Inc., Revere St., Canton, Mass.
FIBALIN—George O. Jenkins Co., 1045 Plymouth St., Bridgewater, Mass.
FIBERCORK — insole material — Armstrong Cork Co., Lancaster, Pa.
FIBRELITE—counters—Proctor Counter Co., 2117 Hanley Industrial Ct., St. Louis, Mo.
FILLIES — foam-felt & cork fillers—Scott Foot Appliance Co., 1701 Webster St., Omaha, Neb.
FINECO—socklings—Clemtex Mfg. Co., Inc., 71 Apsley St., Hudson, Mass.

FINE-CUT — top bindings — Castle Trimming Co., Inc., 327 W. 36th St., New York, N. Y.
FINEDGE—top bindings—Castle Trimming Co., Inc., 327 W. 36th St., New York, N. Y.
FINEKORD—french cord bindings—Castle Trimming Co., Inc., 327 W. 36th St., New York, N. Y.
FIRST AID — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
FIRST QUALITY—Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
FITALL—C. S. Pierce Co., 278 Montello St., Brockton, Mass.
FIT-RITE — shoe gage — Celmet Co., Inc., Shoe Measure Div., 622 Pullman Ave., Rochester, N. Y.
FITRITE—C. S. Pierce Co., 278 Montello St., Brockton, Mass.
FIXO—corn plaster—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
FIXTAN—welting & insoles—Western Leather Co., 904 E. Pearson St., Milwaukee, Wis.
FLASH—New Jersey Rubber Co., Taunton, Mass.
FLATZ—Gould & Scammon, Inc., 207 Court St., Auburn, Me.
FLAXDEN — shoe fabrics — Majestic Fabrics, Inc., 106 Beach St., Boston, Mass.
FLEXBAR—abrasive paper & cloth—Carborundum Co., Niagara Falls, N. Y.
FLEX-CHROME—Avon Sole Co., Avon, Mass.
FLEX CORK—insoles—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
FLEXELON — insole material — Armstrong Cork Co., Lancaster, Pa.
FLEX-FOAM — foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
FLEX-GORE — shoe goring — Moore Fabrics, Inc., Washington St., Pawtucket, R. I.
FLEXHESIVE — plaster — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
FLEXI-FLANGE—arches—Scott Foot Appliance Co., 1701 Webster St., Omaha, Neb.
FLEXIWELT—Barbour Corp., 932 N. Montello St., Brockton, Mass.
FLEX-NAP—vamp shoe lining—W. S. Libbey Co., 1 Mill St., Lewiston, Me.
FLEXO—foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
FLEXO-FINISH—Atlantic Blacking & Chemical Co., 45-39 37th St., Long Island City, N. Y.
FLEXOLITE — Plymouth Rubber Co., Revere St., Canton, Mass.
FLEXO-MET — foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
FLEXO-SPRAY—Atlantic Blacking & Chemical Co., 45-39 37th St., Long Island City, N. Y.
FLEXRITE — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
FLEX-RITE—American Biltrite Rubber Co., Inc., 22 Willow St., Chelsea, Mass.
FLEX-TEX—insoles—R. S. Pitts Mfg. Co., 441 Pine St., Hanover, Pa.
FLEXTRA—box toe material—Stedfast Rubber Co., Inc., 34 Topalian St., Mattapan, Mass.
FLEXWELD—U B S Chemical Corp., 491 Main Street, Cambridge 42, Mass.
FLOK-GRIP — adhesive — Adhesive Products Corp., 1660 Boone Ave., New York, N. Y.
FLOWMOLD—insoles—Scholl Mfg. Co., Inc., 123 West Schiller St., Chicago, Ill.
FOAMCOTE—Crown Rubber Co., 1615 Croghan St., Fremont, O.
FOAM-EASE—pads & foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
FOAMEX—Firestone Industrial Products Co., Akron, O.
FOAMFILLA—Thomas J. Anthoine Co., Inc., 561-567 Pleasant St., Lewiston, Me.
FOAMLITE — Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
FOAMLITES — Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
FOAMSTEP—Harold F. Swant Co., 591 Ashland Ave., St. Paul, Minn.
FOOT CLINIC—pads—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
FOOT COMFORT—appliances & preparations—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
FOOT COMFORT KIT—preparations—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
FOOTCRAFT—shoe ornaments—Footcraft Novelty Works, 15 W. 26th St., New York, N. Y.
FOOTDOK — preparation—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
FOOT-EAZER—foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
FOOT HOLD — ball cushion — Modern Orthopedic Appliance Co., Inc., 584 Broadway, New York, N. Y.
FOOTLET—J. W. Landenberger & Co., Kensington Ave. & Castor St., Philadelphia, Pa.
FOOT-LETS — J. W. Landenberger & Co., Kensington Ave. & Castor St., Philadelphia, Pa.
FOOT-LIFTS—foot appliances—Burns Cuboid Co., 1007 E. Washington Ave., Santa Ana, Calif.
FOOT MAGIC — preparation — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
FOOTMAN—Knomark, Inc., 330 Wythe Ave., Brooklyn, N. Y.
FOOT-O-PRINT — measuring device—Arrowsmith Mfg. Co., Inc., 104 W. 17th St., New York, N. Y.
FOOT-PILLO—foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
FOOT-RAISE — foot appliance — E-Z Walk Arch Corp., 104 W. 17th St., New York, N. Y.
FOOT-RESTUR—foot appliance—Arrowsmith Mfg. Co., Inc., 104 W. 17th St., New York, N. Y.
FOOT SAVER—protective pads—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
FOOT TRAX — non-slips — Scott Foot Appliance Co., 1701 Webster St., Omaha, Neb.
FOREST TO FASHION—Vulcan Corp., Sinton Mezzanine, Cincinnati, O.
FORMALL—C. S. Pierce Co., 289 Montello St., Brockton, Mass.
FORMAPLASTIC—foot appliance—Chicago Plastic Products Co., Inc., 210 W. Evergreen St., Chicago, Ill.
FORMO-MET—foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
FORTICEL—Celanese Corp. of America, Plastic Div., 180 Madison Ave., New York, N. Y.
FORWARD THRUST—Avon Sole Co., Avon, Mass.
400—shoe laces—Berk Lace & Braid Mfg. Co., 217 Conant St., Pawtucket, R. I.
400 ARCH—foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
FRESNO — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
FROSTLENE—Felch-Anderson Co., 248 Toronto Ave., Providence, R. I.
FUCO—Henry Fuchs & Son, Inc., 94-104 Ninth St., Brooklyn, N. Y.
FURBER — dispensing cans — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.

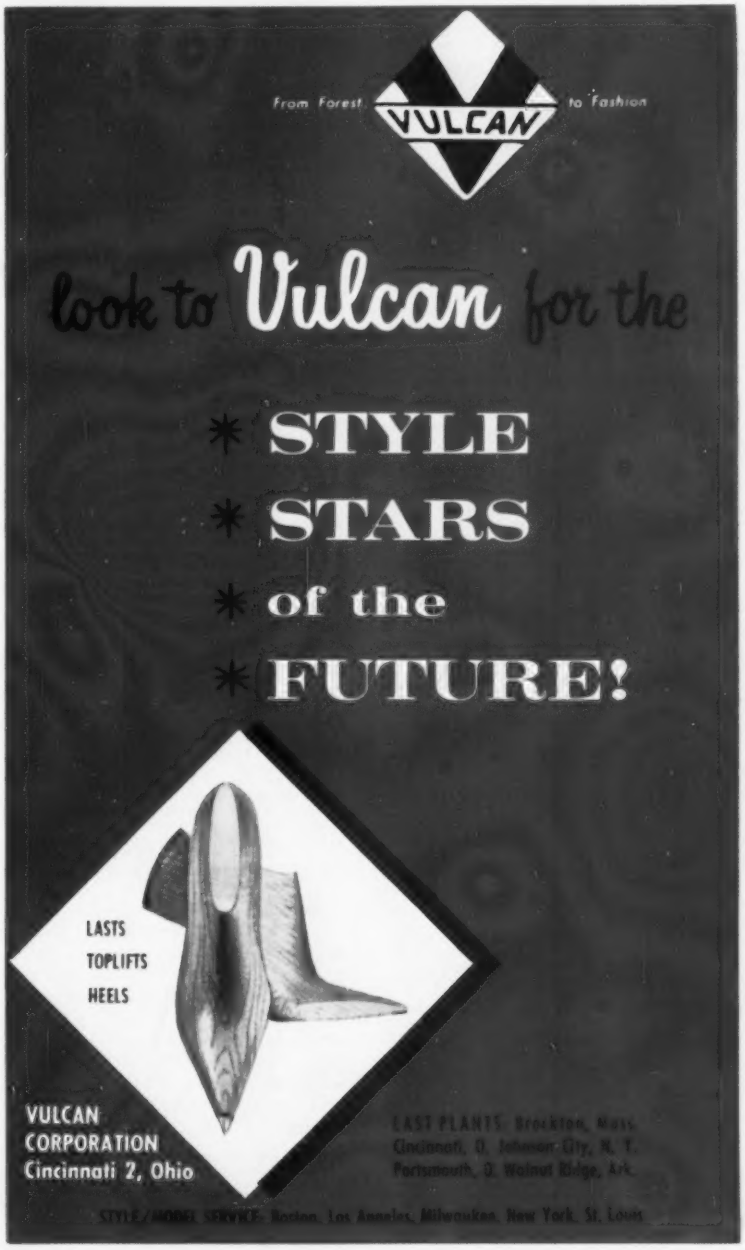
G

GA-LITE—shoe trees & forms—O. A. Miller Div. United Shoe Machinery Corp., 150 Main St., Plymouth, N. H.
GARALUN—coated abrasive—Armour Alliance Industries, 16123 Armour St., N. E. Alliance, O.
GEM — duck — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
GENE—shoe tree—Rochester Shoe Tree Co., Inc., P. O. Box 3536, Rochester, N. Y.
GENESEE JUVENILE — shoe tree—Rochester Shoe Tree Co., Inc., P. O. Box 3536, Rochester, N. Y.
GENETEX — adhesives—Paule Chemical Corp., 102 Arlington Ave., Charlestown, Mass.
GENT'S-PAL—shoe trees—O. A. Miller Div. United Shoe Machinery Corp., 150 Main St., Plymouth, N. H.
GENUINE-"V"—heel protectors—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
G. I. — preparation — Chicago Plastic Products Co., Inc., 210 W. Evergreen St., Chicago, Ill.
GLENCO—shoe laces—Glencairn Mfg. Co., 5 Saunders St., Pawtucket, R. I.
GLIDE LOCK—Rau Fastener Co., 102 Westfield St., Providence, R. I.
GLOVETEX—Thomas Taylor & Sons, Inc., 50 Houghton St., Hudson, Mass.
G-942—tanning agent—E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.
GOLDCO—platform, innersole & foam materials—Golden Leatherboard Co., 151 Essex St., Haverhill, Mass.
GOLDEN HONEY FLEECE — slipper linings—imitation shearlings—Harry Hirshberg Co., Inc., 174 Washington St., Haverhill, Mass.
GOLD-N-LITE—crepe soling—Golden Leatherboard Co., 151 Essex St., Haverhill, Mass.
GOLDSHEEN—Vulplex, Inc., Bates St., North Abington, Mass.
GOLF GRIPS — golf spikes — Sterling Worth, Inc., 225 N. Green St., Chicago, Ill.
GONDOLIER — shoe fabrics—Majestic Fabrics, Inc., 106 Beach St., Boston, Mass.
GOODYEAR—shoe machinery—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
GOODYEAR—Goodyear Tire & Rubber Co., 1144 E. Market St., Akron, O.
GOODYEAR LUG — Goodyear Tire & Rubber Co., 1144 E. Market St., Akron, O.
GOODYEAR RIB HEELS — Goodyear Tire & Rubber Co., 1144 E. Market St., Akron, O.
GOVERNOR — shoe tree — Rochester Shoe Tree Co., Inc., P. O. Box 3536, Rochester, N. Y.
GRAHAM—heel scouring wheels—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
GRECIAN—heels—Mears Heel Co., 53 Beacon Ave., Lawrence, Mass.
GREEN-STRIPE — sandpaper — Clover Mfg. Co., 327 Main St., Norwalk, Conn.
GRID—Avon Sole Co., Avon Mass.
GRID—O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
GRIFFIN ABC — liquid wax — Griffin Shoe Polish Div. of American Home Products Corp. (Boyle-Midway), 22 E. 40th St., New York, N. Y.
GRIFFIN ALLWITE — bag & foam aerosol—Griffin Shoe Polish Div. of American Home Products Corp. (Boyle-Midway), 22 E. 40th St., New York, N. Y.
GRIFFIN MICROSHEEN — stain boot polish—Griffin Shoe Polish Div. of American Home Products Corp. (Boyle-Midway), 22 E. 40th St., New York, N. Y.
GRIFFIN SCUFF COVER—Griffin Shoe Polish Div. of American Home Products Corp. (Boyle-Midway), 22 E. 40th St., New York, N. Y.
GRIFFIN SHOE DRESSINGS — Griffin Shoe Polish Div. of American Home Products Corp. (Boyle-Midway), 22 E. 40th St., New York, N. Y.
GRIPLUG — American Biltrite Rubber Co., Inc., 22 Willow St., Chelsea, Mass.
GRIPPER—zippers & snap fasteners—Scovill Mfg. Co., 99 Mill St., Waterbury, Conn.
GRIPSTIX ONE-WAY LATEX—adhesive—Adhesive Products Corp., 1660 Boone Ave., New York, N. Y.
GRIPTEX — adhesive—Adhesive Products Corp., 1660 Boone Ave., New York, N. Y.
GRIP-TIGHT—Felch-Anderson Co., 248 Toronto Ave., Providence, R. I.
GRIPWELD — adhesive — Adhesive Products Corp., 1660 Boone Ave., New York, N. Y.
GRO-CORD—Gro-Cord Rubber Co., 807 N. Jackson St., Lima, O.
GRO-CORK—Gro-Cord Rubber Co., 807 N. Jackson St., Lima, O.
GRO-CREPE — Gro-Cord Rubber Co., 807 N. Jackson St., Lima, O.
GRO-LITE—Gro-Cord Rubber Co., 807 N. Jackson St., Lima, O.
GRO-SPORT — Gro-Cord Rubber Co., 807 N. Jackson St., Lima, O.
GUARDSMEN — shoe polish boxes—Cavalier Co., 1201 Key Highway, Baltimore, Md.
GUMSAR—Avon Sole Co., Avon, Mass.
GUM-TRED—American Biltrite Rubber Co., Inc., 22 Willow St., Chelsea, Mass.
GUTTA PERCHA—heat seal satin labels—Meyer Label Co., Inc., 5 E. 16th St., New York, N. Y.

H

HAB-U-CO—Hadley Bros.-Uhl Co., 514 Calvary Ave., St. Louis, Mo.
HAB-U-COAT — Hadley Bros.-Uhl Co., 514 Calvary Ave., St. Louis, Mo.
HAB-U-GLO—Hadley Bros.-Uhl Co., 514 Calvary Ave., St. Louis, Mo.
HAD-U-TEX—Hadley Bros.-Uhl Co., 514 Calvary Ave., St. Louis, Mo.

HAGERLITE—Hagerstown Rubber Co., City Park & Highland Way, Hagerstown, Md.
HALEFOME—Alfred Hale Shoe Prods., Div. of Gro-Cord Rubber Co., 807 N. Jackson St., Lima, O.
HALEMORE—Maynard H. Moore, Jr., Inc., 430 Main St., Stoneham, Mass.
HALETRED—Alfred Hale Shoe Prods., Div. of Gro-Cord Rubber Co., 807 N. Jackson St., Lima, O.
HALITE—Alfred Hale Shoe Prods., Div. of Gro-Cord Rubber Co., 807 N. Jackson St., Lima, O.
HALF-TRAK—Bearfoot Sole Co., Inc., First & Water Sts., Wadsworth, O.
HALLUXOL—preparation—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
HANDELOK—paper bags—Wolf Bros., Inc., 336 N. 12th St., Philadelphia, Pa.
HANDY—Ormond Mfg. Co., Inc., 213 W. 37th St., New York, N. Y.
HARCO—New Jersey Rubber Co., Taunton, Mass.
HEATOLITE—Beckwith - Arden, Inc., 203 Arlington St., Watertown, Mass.
HEAT SEAL—iron on fabrics & backing cloths—Harry Hirshberg Co., Inc., 174 Washington St., Haverhill, Mass.
HEAT-TREATED GARNET — coated abrasive — Armour Alliance Industries, 16123 Armour St., N. E., Alliance, O.
HEELAC—lacquer—Schwartz Chemical Co., Inc., 50-01 Second St., Long Island City, N. Y.
HEEL GRIPPER — liner for shoe — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
HEEL MASTER—heel attaching machinery—Auto-Soler Co., 267 Marietta St., Atlanta, Ga.
HEELQUALIZERS—Modern Orthopedic Appliance Co., Inc., 584 Broadway, New York, N. Y.
HEEL-RITES—appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
HEEL-SAVERS—liner for shoe—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
HEEL-SNUGGERS — liner for shoe — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
HEEL STRATES — appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
HEEL TREAD—heel—School Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
HEEL WHEEL — heel attaching machinery—Auto-Soler Co., 267 Marietta St., Atlanta, Ga.
HELMET—wood cutting blocks & block plane—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
HERALD — New Jersey Rubber Co., Taunton, Mass.
HERCULES—New Jersey Rubber Co., Taunton, Mass.
HERCULITE—doors—Pittsburgh Plate Glass Co., 632 Ft. Duquesne Blvd., Pittsburgh, Pa.
HERRINGBONE—Quabaug Rubber Co., 17 School St., North Brookfield, Mass.
HERSCO PRESTO-CASTING — Hersco Arch Products Corp., 137 E. 25th St., New York, N. Y.
HEVISOLE—welting—Western Leather Co., 904 E. Pearson St., Milwaukee, Wis.
HI-GOAL—Charles G. Keferstein, 400 Madison Ave., New York, N. Y.
HIKER—Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
HI-LITE — American Biltrite Rubber Co., Inc., 22 Willow St., Chelsea, Mass.
HIPPOHYDE—Maynard H. Moore, Jr., Inc., 430 Main St., Stoneham, Mass.
HI-SPEED—buffing rolls—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
HI-STYLE — insole — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
HOCKMEYER CORDUROYS—shoe fabrics—E. B. Cracovaner, 389 Fifth Ave., New York, N. Y.
HOFFCO—buck cleaners, shoe dressings, leather wax, patent leather renewer, nylon velvet conditioner, suede spray conditioner—Harri Hoffman Co., Inc., 2018 E. Thomas Ave., Milwaukee, Wis.
HOLLYWOOD DUFORAL — Hollywood Shoe Polish Co., Richmond Hills, New York, N. Y.
HOLLYWOOD SANI—Hollywood Shoe Polish Co., Richmond Hills, New York, N. Y.
HOLLYWOOD SANI - BOOTS N'SADDLES—Hollywood Shoe Polish Co., Richmond Hills, New York, N. Y.
HOLLYWOOD SANI-CREME — Hollywood Shoe Polish Co., Richmond Hills, New York, N. Y.
HOLLYWOOD SKUF SHINE — Hollywood Shoe Polish Co., Richmond Hills, New York, N. Y.
HOLT'S—Jared Holt Co., 107 Broad St., Albany, N. Y.
HOMASOTE—Dan Lewis, Inc., 43 Park St., Dover, N. H.
HOPKINS—bindings, plastics, stays & strippings — Hopkins Stay Co., 210 Broad St., Lynn, Mass.
HOSE SAVERS—liner for shoe—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
HOUNDSTOOTH—Lynn Innersole Co., 125 Braintree St., Allston, Mass.
HOWARD STRONGHOLD—tags—Howard Print, Inc., 1134 Montello St., Brockton, Mass.
HOWARD STRONGLINE—tags—Howard Print, Inc., 1134 Montello St., Brockton, Mass.
HUB—adhesives—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
HYD-LYK — New Jersey Rubber Co., Taunton, Mass.
HYDROLAC—Rohm & Haas Co., 222 W. Washington Square, Philadelphia, Pa.
HYDROLENE—B. B. Chemical Co., 784 Memorial Dr., Cambridge, Mass.
HYDROLENE — finishes—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
HYDROMAC — press — Lamac Process Co., 1505 State St., Erie, Pa.
HY-FIL—Gagan Bros., Inc., 391 Third St., Everett, Mass.
HYFLEX—Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
HYGIENIC — insoles—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
HYTROL O—cyclohexanone—E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.



HYTRONIC — shoe machinery—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.

I

ICE — shoe fabrics—Majestic Fabrics, Inc., 106 Beach St., Boston, Mass.
IDEAL—shoe machinery—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
IMPERIAL—C. S. Pierce Co., 278 Montello St., Brockton, Mass.
IMPERIAL — shoe machinery — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
IMPERIAL QUALITY—slipper felts—American Felt Co., 36 Glenville Rd., Glenville, Conn.
IMPRESOL—insoles—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
INDIA — sharpening stones & files — Behr-Manning Co., 1660 Howe St., Troy, N. Y.
INSTEP SUPPORTER—foot appliance —Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
INSYDE HEEL-GRIP — liner—Arrowsmith Mfg. Co., Inc., 104 W. 17th St., New York, N. Y.
INTASTAY—nails—W. J. Young Machinery Co., Inc., 416 Union St., Lynn, Mass.
INTENSIVE — linen welt thread — Hughes Fawcett, Inc., P. O. Box 276, Dunellen, N. J.
ISLAND PLASTICS—United Heel Corp., Foot of Crosby St., Lowell, Mass.
ISLAND PLASTICS—A & L Heel Corp., Osgood St., Methuen, Mass.
IT-STICK—suede cleaner—It Shoe Polish Products, Inc., 111 N. Green St., Baltimore, Md.
IVORY—George O. Jenkins Co., 1045 Plymouth St., Bridgewater, Mass.
IXL—hand tools—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.

J

JACQUELINE—polish & hosiery—Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo.—Wholesaler
JENFLEX — George O. Jenkins Co., 1045 Plymouth St., Bridgewater, Mass.
JEN GOLD—George O. Jenkins Co., 1063 Plymouth St., Bridgewater, Mass.
JENKINS—George O. Jenkins Co., 1045 Plymouth St., Bridgewater, Mass.
JENTAN—George O. Jenkins Co., 1045 Plymouth St., Bridgewater, Mass.
JETLITE — Goodyear Tire & Rubber Co., 1144 E. Market St., Akron, O.
JIFFY-ON—heels, soles & top lifts—Coulson Heel Co., Inc., 301 Poplar St., Hanover, Pa.
JOCKO — measure stick — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
JOHNSON'S—self-shining shoe polish, scuffed shoe polish, paste shoe shine kit, liquid shoe white—S. C. Johnson & Son, Inc., 1525 Howe St., Racine, Wis.
J.P.I.—foot appliances—Johnson Products, Inc., 546 S. Meridian St., #702, Indianapolis, Ind.
JULIETTA—International Fabric Corp., 163 Lincoln St., Boston, Mass.
JUNGLE JUTE — Thomas Taylor & Sons, Inc., 50 Houghton St., Hudson, Mass.
JUNIOR H—New Jersey Rubber Co., Taunton, Mass.
JR. WICKER—shoe fabrics—Majestic Fabrics, Inc., 106 Beach St., Boston, Mass.
JUS-TIK-ON—pressure sensitive satin labels—Meyer Label Co., Inc., 5 E. 16th St., New York, N. Y.

K

KAFSTED—Stedfast Rubber Co., Inc., 34 Topalian St., Mattapan, Mass.
KAM-KORK—Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
KANTSCUF LACE—Maynard H. Moore, Jr., Inc., 430 Main St., Stoneham, Mass.
KANT-SLIP — foot appliance—Arrowsmith Mfg. Co., Inc., 104 W. 17th St., New York, N. Y.
KARAK—Avon Sole Co., Avon, Mass.
K B — 40 — Lynn Innersole Co., 125 Braintree St., Allston, Mass.
K B — 42 — Lynn Innersole Co., 125 Braintree St., Allston, Mass.
KELLY'S—boot polish, suede dressing, saddle soap—George J. Kelly, Inc., 56 Sanderson Ave., Lynn, Mass.
KEM-BLO — sponge rubber insoles — Naugatuck Chemical, Div. of United States Rubber Co., 1035P Elm St., Naugatuck, Conn.
KEYSSCO — steel shoe shanks, combination shanks, cut shoe findings—Keystone Sole & Shank Co., 601 Washington St., Lynn, Mass.
KICKER-TOE — Gro-Cord Rubber Co., 807 N. Jackson St., Lima, O.
KID-O-TEX—Ayrlyte Corp., 400 Madison Ave., New York, N. Y.
KING—bindings—Pero & Daniels, Inc., 315 Centre St., Boston, Mass.
KING—finishes—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
KING "B"—Gro-Cord Rubber Co., 807 N. Jackson St., Lima, O.
KING COTTON—shoe laces—Hickory Shoe Lace Co., P. O. Box 66, Hickory, N. C.
KIRO—pads & foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
KIRO ADHESIVE FELT — padding — Chiropody Supply Hdqtrs., Inc., 1425 N. Clark St., Chicago, Ill.
KIRO FELT — padding — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
KIROPEDIC — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
KIROPEDIC CORN AND CALLOUS FILE—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
KIROPLASTIC—foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
KIWI—boot polishes — shoe creams — liquid shoe shine—leather conditioners — aerosol spray shine — aerosol foot and shoe fresh-up and shoe kits —Kiwi Polish Co., 2 High St., Pottstown, Pa.
KIWI SCUFF MAGIC—Kiwi Polish Co., 2 High St., Pottstown, Pa.
KIWI WET-PRUF—Kiwi Polish Co., 2 High St., Pottstown, Pa.
KLEENBRITE—C. S. Pierce Co., 278 Montello St., Brockton, Mass.
KLENARIN—tanning material—Fiber Chemical Corp., P. O. Box 218, Matawan, N. J.
KLIKIT—Rau Fastener Co., 102 Westfield St., Providence, R. I.
KLIKON—Rau Fastener Co., 102 Westfield St., Providence, R. I.
KOOL KORK—Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
KORKITE—Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
KORRECT—leather measuring equipment—Turner Tanning Machinery Corp., Peabody, Mass.
KORRECTO — foot appliance & measure stick—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
KORKTEX — cork substance innersole—Bonded Fibers, Inc., Route #60, Buena Vista, Va.
KRALASTIC—plastic heel—Naugatuck Chemical, Div. United States Rubber Co., 1035P Elm St., Naugatuck, Conn.
KRIPPENDORF — control systems — Krippendorf Kalculator Co., 138 Eastern Ave., Lynn, Mass.
KROWNALL — finishes — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
KUBTRED — Plymouth Rubber Co., Inc., Revere St., Canton, Mass.
KUMFOOT—insoles—Capitol Heel Lining Co. & Moccasins, Ltd., 725 Branch Ave., Providence, R. I.
KUMFOOT — pads—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
KUMFYREST — foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
KUROTEX—foot plaster—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
KUROTEX SPOT PADS — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
KUSHION KOTE — Phillips Premier Corp., Subsidiary of Allied Kid Co., 186 South St., Boston, Mass.
KWIK-FIT — shoe forms—Shoe Form Co., Inc., Aurelius Ave., Auburn, N. Y.
KWIK 'N' EASY—buck cleaner—Kiwi Polish Co., 2 High St., Pottstown, Pa.
KWIK-SEAL — adhesive — Adhesive Products Corp., 1660 Boone Ave., New York, N. Y.
KZG—shoe machine knives & groovers —United Shoe Machinery Corp., 140 Federal St., Boston, Mass.

L

LABYRINTH—Maynard H. Moore, Jr., Inc., 430 Main St., Stoneham, Mass.
LADY ESQUIRE—royale creme shoe polish, areosols & evangeline dyes—Knomark, Inc., 330 Wythe Ave., Brooklyn, N. Y.
LADY ESQUIRE ALL CLEAR—aerosols Knomark, Inc., 330 Wythe Ave., Brooklyn, N. Y.
LADY ESQUIRE CLEAN & SHINE—aerosols—Knomark, Inc., 330 Wythe Ave., Brooklyn, N. Y.
LADY ESQUIRE CORK & BUCK—aerosols—Knomark, Inc., 330 Wythe Ave., Brooklyn, N. Y.
LADY ESQUIRE HIGH LIGHT—aerosols—Knomark, Inc., 330 Wythe Ave., Brooklyn, N. Y.
LADY ESQUIRE SUEDE BEAUTY — aerosols—Knomark, Inc., 330 Wythe Ave., Brooklyn, N. Y.
LADY ESQUIRE WALK-ON-AIR — aerosols—Knomark, Inc., 330 Wythe Ave., Brooklyn, N. Y.
LADY MILLER — shoe trees — O. A. Miller Div. United Shoe Machinery Corp., 150 Main St., Plymouth, N. H.
LAFAYETTE CORRECT FITTER—Lafayette Correct Fitter Co., 34 Light St., Baltimore, Md.
LA FOME—foot appliance & insoles—E-Z Walk Arch Corp., 104 W. 17th St., New York, N. Y.
LAMATIC — machinery & cements — Lamac Process Co., 1505 State St., Erie, Pa.
LAMINEX—foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
LAMINOL — plastic sheeting — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
LA MODE—B. Blumenthal & Co., Inc., 1372 Broadway, New York, N. Y.
LA MODE — Cavalier Co., 1201 Key Highway, Baltimore, Md.
LANDIS ICE SKATE SHARPENERS—Fayscott Landis Machine Corp., 8707 Riverview Blvd., St. Louis, Mo.
LANDIS MCKAY SHOE STITCHERS—Fayscott Landis Machine Corp., 8707 Riverview Blvd., St. Louis, Mo.
LANDIS SHOE MACHINERY—Fayscott Landis Machine Corp., 8707 Riverview Blvd., St. Louis, Mo.
LASTEX—Lastex Div. United States Rubber Co., 1230 Avenue of the Americas, New York, N. Y.
LASTIC BOND — hotmelt adhesive — Thompson Shoe Products, Inc., 67 Perkins Ave., Brockton, Mass.
LASTIK — pad and foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
LASTIK-ANKLETS—ankle supporter—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
LATEX — adhesives — Paule Chemical Corp., 102 Arlington Ave., Charlestown, Mass.
LATOL—oil product—Arthur C. Trask Co., 327 S. LaSalle St., Chicago, Ill.
LEATHERLITE — counters — Proctor Counter Co., 2117 Hanley Industrial Ct., St. Louis, Mo.
LEATHERLYKE — Maynard H. Moore, Jr., Inc., 430 Main St., Stoneham, Mass.
LEATHEROK — George O. Jenkins Co., 1045 Plymouth St., Bridgewater, Mass.
LEATHER-TITE H-100—leather board —Leather Mfg. Corp., 1 Fairmount Court, Hyde Park, Mass.
LEATHER-TITE M-300—leather board —Leather Mfg. Corp., 1 Fairmount Court, Hyde Park, Mass.
LE CHIC—B. Blumenthal & Co., Inc., 1372 Broadway, New York, N. Y.
LEFALIN—George O. Jenkins Co., 1045 Plymouth St., Bridgewater, Mass.
LEFAMID—George O. Jenkins Co., 1045 Plymouth St., Bridgewater, Mass.
LEFATEX—counters—Proctor Counter Co., 2117 Hanley Industrial Ct., St. Louis, Mo.
LEFATEX—George O. Jenkins Co., 1045 Plymouth St., Bridgewater, Mass.
LETHA-LITE — Plymouth Rubber Co., Inc., Revere St., Canton, Mass.
LETHEREX—Ayrlyte Corp., 400 Madison Ave., New York, N. Y.
LEUKANOL—Rohm & Haas Co., 222 W. Washington Square, Philadelphia, Pa.
LFX—Prosper Shevenell & Son, Inc., 40 Maple St., Dover, N. H.
LICO — displays — Lustra-Cite Industries, Inc., 331 Kent Ave., Brooklyn, N. Y.

LIFETIME HEELS—A & L Heel Corp., Osgood St., Methuen, Mass.
LIFETIME HEELS — Amalgamated Plastic Corp., Ft. of Crosby St., Lowell, Mass.
LIFETIME HEELS — Lifetime Heels, Lawrence, Mass.
LIFETIME HEELS — Universal Heel Co., Inc., 95 Bridge St., Lowell, Mass.
LIFETIME HEELS—United Heel Corp., Foot of Crosby St., Lowell, Mass.
LIFETIME HEEL—Service Heel Co., 60 Island St., Lawrence, Mass.
LIGHTNING — shoe stretchers—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
LIGHT WEIGHT—shoe tree—Rochester Shoe Tree Co., Inc., P. O. Box 3536, Rochester, N. Y.
LIGTONE — preparation — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
LILY—hosiery displays—Thall Plastics & Metals Co., 139 Duane St., N. Y., N. Y.
LIMA CORK — Gro-Cord Rubber Co., 807 N. Jackson St., Lima, O.
LITE-FLEX — Cat's Paw Rubber Co., Inc., Warner & Ostend Sts., Baltimore, Md.
LITE-O-FLEX—Apex Tire & Rubber Co., Shoe Products Div., 595 Central Ave., Pawtucket, R. I.
LITEWAIT—Monarch Rubber Co., Inc., 3500-3522 Pulaski Hwy., Baltimore 24, Md.
LITTLEWAX — shoe construction — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
LIVE STEP—New Jersey Rubber Co., Taunton, Mass.
LONG ARMS—shoe box handler—Carl Beeman, Cedar Heights Rd., Stamford, Conn.
LONG TUFF—Plymouth Rubber Co., Inc., Revere St., Canton, Mass.
LONG-WEAR — Hagerstown Rubber Co., City Park & Highland Way, Hagerstown, Md.
LONGWEAR—Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
LONG WEAR—Gro-Cord Rubber Co., 807 N. Jackson St., Lima, O.
LOOP-LOK—paper bags—Wolf Bros., Inc., 336 N. 12th St., Philadelphia, Pa.
LORD ESQUIRE—high gloss cream boot polish — Knomark, Inc., 330 Wythe Ave., Brooklyn, N. Y.
LOX-RITE—braided cotton lockstitch thread—Hughes Fawcett, Inc., P. O. Box 276, Dunellen, N. J.
LUCITE—acrylic resin—E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.
LUCKY STRIKE — Beckwith-Arden, Inc., 203 Arlington St., Watertown, Mass.
LUMARITH—Celanese Corp. of America, Plastic Div., 180 Madison Ave., New York, N. Y.
LUPAD—cushion—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
LUSTA-FIL — finishes — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
LUSTA - RESTORER — finishes — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
LUSTA-WAX—B. B. Chemical Co., 784 Memorial Dr., Cambridge, Mass.
LUSTA-WAX — finishes — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
LUSTRA-SHEEN—B. B. Chemical Co., 784 Memorial Dr., Cambridge, Mass.
LUSTRA-SHEEN — finishes — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
LUSTREFLEX—U B S Chemical Corp., 491 Main St., Cambridge 42, Mass.
LUSTREL — insole cover—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
LUSTRE LITES—plastic shoe horns—Sterling Worth, Inc., 225 N. Green St., Chicago, Ill.
LUTEX—adhesive—Adhesive Products Corp., 1660 Boone Ave., New York, N. Y.
LYNFLEX — Lynn Innersole Co., 125 Braintree St., Allston, Mass.
LYNFLEX — 24 — Lynn Innersole Co., 125 Braintree St., Allston, Mass.
LYNN—shoe polish, shoe wax—George J. Kelly, Inc., 56 Sanderson Ave., Lynn, Mass.

M

MACALITE — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
MAC TAVISH CORD—Quabaug Rubber Co., 17 School St., North Brookfield, Mass.
MAGIC—Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
MAGIC—finishes—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
MAGIC BOND—Magic Chemical Co., 121 Crescent St., Brockton, Mass.
MAGIC-VULC—Magic Chemical Co., 121 Crescent St., Brockton, Mass.
MAGIGRIP—adhesive—Adhesive Products Corp., 1660 Boone Ave., New York, N. Y.
MARBON 8000A — rubber reinforcing resin—Marbon Chemical Div. Borg-Warner Corp., P. O. Box 68, Washington, W. Va.
MARKSMAN — American Biltrite Rubber Co., Inc., 22 Willow St., Chelsea, Mass.
MARVINAL—vinyl—Naugatuck Chemical Div. United States Rubber Co., 1035P Elm St., Naugatuck, Conn.
MASKROME—tanning material—Fiber Chemical Corp., P. O. Box 218, Matawan, N. J.
MASTER TREAD—Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
MATERNITY — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
MAXECON—B. F. Goodrich Co., 500 S. Main St., Akron, O.
MAXECON CREPE—B. F. Goodrich Co., 500 S. Main St., Akron, O.
MAYFLOWER — New Jersey Rubber Co., Taunton, Mass.
MCKAY — shoe machinery — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
MCMURRAY — cementing machines — Irving L. Keith, 114 Hale St., Haverhill, Mass.
MEARLIFTS—toplifts—Mears Heel Co., 53 Beacon Ave., Lawrence, Mass.
MECHANICS ROLLS—aluminum oxide cloth rolls—Clover Mfg. Co., 327 Main St., Norwalk, Conn.
MEDIC-AID—insole—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
MEDICAL—foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
MEDIPLASTIC—foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
MEDISK—pad—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
MEL-O-FLEX—shoe counters—Central Counter Co., 4515 Shaw Ave., St. Louis, Mo.
MEL-O-PERMA—Merker Counter Co., Inc., 12 Duncan St., Haverhill, Mass.
MELOTAN—extract—Arthur C. Trask Co., 327 S. LaSalle St., Chicago, Ill.
MEL-O-TONE—upper leather sprays—Paule Chemical Corp., 102 Arlington Ave., Charlestown, Mass.
MEL-O-TOP—Merker Counter Co., Inc., 12 Duncan St., Haverhill, Mass.
MELTONIAN—shoe cream—Salomon & Phillips, 460 Fourth Ave., New York, N. Y.
MERCURY — New Jersey Rubber Co., Taunton, Mass.
MET-A-FOAM—pads—Scott Foot Appliance Co., 1701 Webster St., Omaha, Neb.
MET-A-LINER—pads—Scott Foot Appliance Co., 1701 Webster St., Omaha, Neb.
METALITE — sanding belts, discs & sheets — Behr-Manning Co., 1660 Howe St., Troy, N. Y.
META-PAD — pads — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
METAPLAS — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
METAPLASTIC — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
MET ARCH — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
MET ARCH INSOLES—foot appliance —Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
META-REST—insoles—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
MET-EEZE—Modern Orthopedic Appliance Co., Inc., 584 Broadway, New York, N. Y.
MET KUSHION — appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
MET-LIFT — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
METROPEDIAN—foot measure stick—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
MET-SPRING — foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
MEYER-PAK — Frank C. Meyer Co., Inc., 585 S. Union St., Lawrence, Mass.
MICROLITE — Cat's Paw Rubber Co., Inc., Warner & Ostend Sts., Baltimore, Md.
MILITARY CUBAN — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
MILLER—treeing machinery, shoe & leather cream—O. A. Miller Div. United Shoe Machinery Corp., 150 Main St., Plymouth, N. H.
MIRRORBRIGHT—C. S. Pierce Co., 278 Montello St., Brockton, Mass.
MITCHELLACE—shoe laces—Mitchellace, Inc., 8th & Adams Sts., Portsmouth, O.
MODERNS — half insoles — Modern Orthopedic Appliance Co., Inc., 584 Broadway, New York, N. Y.
MOENUS—C. I. C. Machinery, Inc., 610 Atlantic Ave., Boston, Mass.
MOHECO — heels — Missouri Heel Co., 4067 Folsom St., St. Louis, Mo.
MOLDSTITE—suedine bias binding & vinyl bias binding—United Stay Co., 222 Third St., Cambridge, Mass.
MOLEFOAM—adhesive foot plaster—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
MOLESKIN — adhesive foot plaster — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
MONARCH—Monarch Rubber Co., Inc., 3500-3522 Pulaski Hwy., Baltimore 24, Md.
MONARCH—price marking machines, tickets, tags & labels — Monarch Marking System Co., 216 S. Torrence St., Dayton, O.
MORTON LASTS—Morton Last Co., 654 Evans St., Cincinnati, O.
MUSTANG—Textileather Div., General Tire & Rubber Co., 607 Madison Ave., Toledo, O.
MYLAR—polyester film—E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.

N

NAP—Avon Sole Co., Avon, Mass.
NAPLINE RIB CREPE—Avon Sole Co., Avon, Mass.
NATURAL TIP — laces — Hutmacher Braiding Co., 132 Beckwith Ave., Paterson, N. J.
NATURO—George O. Jenkins Co., 1045 Plymouth St., Bridgewater, Mass.
NAUGAPOL—synthetic rubber—Naugatuck Chemical Div. United States Rubber Co., 1035P Elm St., Naugatuck, Conn.
NAUMKEAG—shoe machinery, pads & covers—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
NEBCO—shoe laces—Berk Lace & Braid Mfg. Co., 217 Conant St., Pawtucket, R. I.
NECCO — New England Counter Co., Inc., Minot Ave., Auburn, Me.
NEOCHROME—tanning material—Fiber Chemical Corp., P. O. Box 218, Matawan, N. J.
NEO-COMP.—Gro-Cord Rubber Co., 807 N. Jackson St., Lima, O.
NEO-CORD—Gro-Cord Rubber Co., 807 N. Jackson St., Lima, O.
NEO-CORK—Gro-Cord Rubber Co., 807 N. Jackson St., Lima, O.
NEO-CREPE — Gro-Cord Rubber Co., 807 N. Jackson St., Lima, O.
NEO-FOAM—Gro-Cord Rubber Co., 807 N. Jackson St., Lima, O.
NEOGLOSS — tanning material—Fiber Chemical Corp., P. O. Box 218, Matawan, N. J.
NEO-KORD—Gro-Cord Rubber Co., 807 N. Jackson St., Lima, O.
NEOLITE — Goodyear Tire & Rubber Co., 1144 E. Market St., Akron, O.
NEOLITE CREPE — Goodyear Tire & Rubber Co., 1144 E. Market St., Akron, O.
NEOLITE FLEX — Goodyear Tire & Rubber Co., 1144 E. Market St., Akron, O.
NEOLITE PENETRATING EDGE DYE —Goodyear Tire & Rubber Co., 1144 E. Market St., Akron, O.
NEO-NUCLEAR—Gro-Cord Rubber Co., 807 N. Jackson St., Lima, O.
NEOPRENE-AIRCUSHION — Bearfoot Sole Co., Inc., First & Water Sts., Wadsworth, O.

NEOPRENE - AIRCUSHION - CORK—Bearfoot Sole Co., Inc., First & Water Sts., Wadsworth, O.
NEOPRENE - AIRCUSHION - GRIT—Bearfoot Sole Co., Inc., First & Water Sts., Wadsworth, O.
NEOPRENE-NITROCREPE — Bearfoot Sole Co., Inc., First & Water Sts., Wadsworth, O.
NEOPRENE - NITROFLEX — Bearfoot Sole Co., Inc., First & Water Sts., Wadsworth, O.
NEOSAPAN—tanning material—Fiber Chemical Corp., P. O. Box 218, Matawan, N. J.
NEOTHANE—Goodyear Tire & Rubber Co., 1144 E. Market St., Akron, O.
NEOWAX — tanning material — Fiber Chemical Corp., P. O. Box 218, Matawan, N. J.
NEW DELHI — Cooney - Weiss Fabric Corp., 115 Beach St., Boston, Mass.
NEW ENGLAND BRAND—hand awls—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
NEWFLEX — sponge rubber — Newth Rubber Co., County Rd., Barrington, R. I.
NEW YORK—shoe manufacturing machines—Boston Machine Works Co., 7-17 Willow St., Lynn, Mass.
NIBBLER—heel attaching machinery—Auto-Soler Co., 267 Marietta St., Atlanta, Ga.
NITROCREPE—Bearfoot Sole Co., Inc., First & Water Sts., Wadsworth, O.
NITROFLEX—Bearfoot Sole Co., Inc., First & Water Sts., Wadsworth, O.
NITROLAIRE—Bearfoot Sole Co., Inc., First & Water Sts., Wadsworth, O.
NITROLITE—Bearfoot Sole Co., Inc., First & Water Sts., Wadsworth, O.
NITROSIL — Bearfoot Sole Co., Inc., First & Water Sts., Wadsworth, O.
NO-FIL — sanding discs & sheets—Behr-Manning Co., 1660 Howe St., Troy, N. Y.
NOJAR—O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
NO MAR—Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
NONE-SUCH — Beebe Rubber Co., 20 Marshall St., Nashua, N. H.
NO-PAIN—foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
NORTH AMERICAN FLEECES — pile lining fabrics—E. B. Cracovaner, 289 Fifth Ave., New York, N. Y.
NORTHCOOL—Shain & Co., 145 South St., Boston, Mass.
NOR-Y-GEN—shoe oil, oil paste—Norwegian Leather Waterproofing Co., P. O. Box 14, Mankato, Minn.
NORWOOD—Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
NOSNIP FRENCHCORD BINDING—Churchill Mfg. Co., Inc., Crosby & Newhall Sts., Lowell, Mass.
NO STUB — New Jersey Rubber Co., Taunton, Mass.
NUCHROME—tanning material—Fiber Chemical Corp., P. O. Box 218, Matawan, N. J.
NU-COAT — shoe restorer — Sunbeam Products, Inc., 138 Main St., Toledo, O.
NU CREPE—Monarch Rubber Co., Inc., 3500-3522 Pulaski Hwy., Baltimore 24, Md.
NU-FLEX 4X—Manufacturing Laboratories, Inc., 249 Fifth St., Cambridge, Mass.
NU-GRIP—heel liner—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
NU-LIFE — New Jersey Rubber Co., Taunton, Mass.
#130—B. F. Goodrich Co., 500 S. Main St., Akron, O.
#1416—B. F. Goodrich Co., 500 S. Main St., Akron, O.
NU-PRO #8 (#L & #18)—Manufacturing Laboratories, Inc., 249 Fifth St., Cambridge, Mass.
NUR-O-CEL—American Biltrite Rubber Co., Inc., 22 Willow St., Chelsea, Mass.
NURON—American Biltrite Rubber Co., Inc., 22 Willow St., Chelsea, Mass.
NURON-CREPE — American Biltrite Rubber Co., Inc., 22 Willow St., Chelsea, Mass.
NURON - FLEX — American Biltrite Rubber Co., Inc., 22 Willow St., Chelsea, Mass.
NURSE - WHITE — Cavalier Co., 1201 Key Highway, Baltimore, Md.
NYCOOL—Shain & Co., 145 South St., Boston, Mass.
NYGEN — Textileather Div. General Tire & Rubber Co., 607 Madison Ave., Toledo, O.
NYLEX—plumper—I. Brockman & Co., Inc., 207 Essex St., Boston, Mass.

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NYMO-SHOE—nylon threads—Belding Hemingway Co., Inc. (Belding Corticelli), 1407 Broadway, New York, N. Y.
NYMO - TEE—nylon threads—Belding Hemingway Co., Inc. (Belding Corticelli), 1407 Broadway, New York, N. Y.
NYMO - TEX—nylon threads—Belding Hemingway Co., Inc. (Belding Corticelli), 1407 Broadway, New York, N. Y.
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OAK-TAN—George O. Jenkins Co., 1045 Plymouth St., Bridgewater, Mass.
ODORID—deodorant—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
OILGARD—Beebe Rubber Co., 20 Marshall St., Nashua, N. H.
O K—shanks & counters—O K Shank & Counter Co., Inc., 55 Amory St., Roxbury, Mass.
OKOPRENE — neoprene shoe welt—Okonite Co., Dryseal Div., Passaic, N. J.
OLD HICKORY — shoe laces—Hickory Shoe Lace Co., P. O. Box 66, Hickory, N. C.
ONCO—insole-ated insoles—Brown Co., 150 Causeway St., Boston, Mass.
ONIXOL—preparation—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
ONYX—satin dyes, suede dyes, white leather dressing—C. A. Zoes Mfg. Co., 166-168 N. Sangamon St., Chicago, Ill.
OPORTO—Phillips Premier Corp., Subsidiary of Allied Kid Co., 186 South St., Boston, Mass.
ORANGE BLOSSOM — dyes — M.H.B. Chemical Works, 287 Broadway, New York, N. Y.
ORANGE-STRIPE — garnet papers & cloths—Clover Mfg. Co., 327 Main St., Norwalk, Conn.
ORDAL — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
ORIOLE—Hagerstown Rubber Co., City Park & Highland Way, Hagerstown, Md.
ORIOLE INDIAN TAN — laces — I. B. Williams & Sons, 51 Washington St., Dover, N. H.
ORMOND—Ormond Mfg. Co., Inc., 313 W. 37th St., New York, N. Y.
OROPON—Rohm & Haas Co., 222 W. Washington Square, Philadelphia, Pa.
OROTAN—Rohm & Haas Co., 222 W. Washington Square, Philadelphia, Pa.
ORTHIPAD — Trimfoot Co., Appliance Prods. Div., Farmington, Mo.
ORTHOCHROM—Rohm & Haas Co., 222 W. Washington Square, Philadelphia, Pa.
ORTHO-CLEAR — Rohm & Haas Co., 222 W. Washington Square, Philadelphia, Pa.
ORTHO FOAM CUSHION CEMENT—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
ORTHO FOAM INSOLES—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
ORTHO EASE — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
ORTHOLITE—Rohm & Haas Co., 222 W. Washington Square, Philadelphia, Pa.
ORTHOMETER—foot measuring device—Harry N. Wheeler, P. O. Box 3237, Highland Station, Birmingham, Ala.
ORTHO-TREAD—B. F. Goodrich Co., 500 S. Main St., Akron, O.
OSMO—sheepskin products—Osmo Tanning & Mfg. Co., Box 126, Spartansburg, Pa.
OSOLITE—foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
OSTEOPATHIC—foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
OSTEOPEDIC—foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
OSTEOPLASTIC—foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
O'SULLIVAN—O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
O'SULLIVAN-ITE — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
OXFORD—bows, buckles, nailheading, ornaments & rhinestoning — Oxford Shoe Specialty Co., 210 Broad St., Lynn, Mass.
OXFORD — finishes & hand tools—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
OZITE—American Hair & Felt Co., Box 2345, Merchandise Mart, Chicago, Ill.

P

PACIDURA — non-frey lining — Wamsutta/Pacific Industrial Fabrics—1430 Broadway, New York, N. Y.

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PACITEX — for combining — Wamsutta/Pacific Industrial Fabrics, 1430 Broadway, New York, N. Y.
PACKARD EASY-STRETCH—Packard Shoe Dressing Co., 22 Station Ave., Brockton, Mass.
PACKARD MAGIC WHITE — Packard Shoe Dressing Co., 22 Station Ave., Brockton, Mass.
PACK FLAT—shoe trees—O. A. Miller Div. United Shoe Machinery Corp., 150 Main St., Plymouth, Mass.
PAINEEZER — foot appliance — E-Z Walk Arch Corp., 104 W. 17th St., New York, N. Y.
PALCO — colorless all purpose suede spray—Paule Chemical Corp., 102 Arlington Ave., Charlestown, Mass.
PALQUA-TONE — water repellent finishes—Paule Chemical Corp., 102 Arlington Ave., Charlestown, Mass.
PANAMA—International Fabric Corp., 163 Lincoln St., Boston, Mass.
PANCO—American Biltrite Rubber Co., Inc., 22 Willow St., Chelsea, Mass.
P & D—trimmings—Pero & Daniels, Inc., 315 Centre St., Boston, Mass.
PANDORA — Cavalier Co., 1201 Key Highway, Baltimore, Md.
PARACORD—Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
PARACRIL OZO — shoe sole & heel material—Naugatuck Chemical Div., United States Rubber Co., 1035P Elm St., Naugatuck, Conn.
PARAMOUNT—New Jersey Rubber Co., Taunton, Mass.
PARA-VINL — Gro-Cord Rubber Co., 807 N. Jackson St., Lima, O.
PARLINE—E. W. Parks Co., Inc., 70 Beacon St., Worcester, Mass.
PARLON—E. W. Parks Co., Inc., 70 Beacon St., Worcester, Mass.
PAR-TAN—E. W. Parks Co., Inc., 70 Beacon St., Worcester, Mass.
PARVA—Parva Buckle Co., 2974 Whitney Ave., Mt. Carmel, Conn.
PATENEL—Textileather Div., General Tire & Rubber Co., 607 Madison Ave., Toledo, O.
PATENLITE — Cooney - Weiss Fabric Corp., 115 Beach St., Boston, Mass.
PEDA-PILLO—foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
PEDE-DOWN—Phillips Premier Corp., Subsidiary of Allied Kid Co., 186 South St., Boston, Mass.
PEDIC — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
PEDICO—preparation—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
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PEDICURE—foot grooming set—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
PEDO-GRAPH — measuring device—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
PED-O-KUBE — preparation — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
PEDOPLASTIK—foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
PEDO-PRINT — measuring device—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
PEDROC—coatings—Pero & Daniels, Inc., 315 Centre St., Boston 30, Mass.
PEE CEE—cloth & thermo-setting adhesive—Pee Cee Tape & Label Co., 521 North La Brea Ave., Los Angeles, Calif.
PEER—Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
PEERLESS—satin & faille—Cedar Cliff Silk Co., Inc., 230 Fifth Ave., New York, N. Y.
PEERLESS—B. F. Goodrich Co., 500 S. Main St., Akron, O.
PEERLESS — New Jersey Rubber Co., Taunton, Mass.
PELLON—non-woven materials for innersoles, doublers & box toes—Pellon Corp., 350 Fifth Ave., New York, N. Y.
PELLON — Lynn Innersole Co., 125 Braintree St., Allston, Mass.
PENETAN — tanning aide — Arthur C. Trask Co., 327 S. LaSalle St., Chicago, Ill.
PEN-MAR — Hagerstown Rubber Co., City Park & Highland Way, Hagerstown, Md.
PENNY SHOE SHINE—instant & spray n' buff—Turtle Wax, Inc., 1800 N. Clybourn Ave., Chicago, Ill.
PENNY WHITE—shoe spray—Turtle Wax, Inc., 1800 N. Clybourn Ave., Chicago, Ill.
PENOLITE—Hagerstown Rubber Co., City Park & Highland Way, Hagerstown, Md.
PENTAGON—B. F. Goodrich Co., 500 S. Main St., Akron, O.
PEPPRON — Pepperell Mfg. Co., 160 State St., Boston, Mass.
PEPTIZAN — tanning material—Fiber Chemical Corp., P. O. Box 218, Matawan, N. J.
PERFO — pads, plasters & tapes — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
PERFO-TUFF—die-cut out & perforating paper—Allied-City Wide, Inc., 180 Wooster St., New York, N. Y.
PERMA — polyethylene counters—Brockton Cut Sole Corp., 53 Spark St., Brockton, Mass.
PERMABOND—super adhesives—Polymer Chemical Co., 5920 Carthage Ave., Cincinnati, O.
PERMACOTE — permanent protective coatings — Polymer Chemical Co., 5920 Carthage Ave., Cincinnati, O.
PERMAFLEX — permanently flexible adhesives — Polymer Chemical Co., 5920 Carthage Ave., Cincinnati, O.
PERMA GLOSS — strapping — Borden Chemical Co., 350 Madison Ave., New York, N. Y.
PERMA-LINING — Phillips Premier Corp., Subsidiary of Allied Kid Co., 186 South St., Boston, Mass.
PERMA-LON — Cooney-Weiss Fabric Corp., 115 Beach St., Boston, Mass.
PERMAMOLD — latex molding compound—Polymer Chemical Co., 5920 Carthage Ave., Cincinnati, O.
PERMA SEAL — welting — Borden Chemical Co., 350 Madison Ave., New York, N. Y.
PERMA-TOP—Essex Products, Inc., 42 Duncan St., Haverhill, Mass.
PERMAWELD — permanent bonding cements—Polymer Chemical Co., 5920 Carthage Ave., Cincinnati, O.
PERSUEDE—dry suede cleaner—M. W. Yearsley, 925 N. Jackson St., Milwaukee, Wis.—Importer
PETITE—C. S. Pierce Co., 278 Montello St., Brockton, Mass.
PG — wood shanks—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
P. G. A.—golf spikes—Sterling Worth, Inc., 225 N. Green St., Chicago, Ill.
PHILLIPS—golf spikes, football cleats, soccer cleats, lacrosse cleats, truck spikes, heel plates, sole plates, shawl wires—F. C. Phillips, Inc., 471 Washington St., Stoughton, Mass.
PILLO-FLEX—Goodyear Tire & Rubber Co., 1144 E. Market St., Akron, O.
PILLO-PILE—Phillips Premier Corp., Subsidiary of Allied Kid Co., 186 South St., Boston, Mass.
PILLOW — New Jersey Rubber Co., Taunton, Mass.
PINK CLOUD—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
PINK LABEL — leather repairers — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
PINLIFT—toplifts—Mears Heel Co., 53 Beacon Ave., Lawrence, Mass.
PITTCO — store front metal — Pittsburgh Plate Glass Co., 632 Ft. Duquesne Blvd., Pittsburgh, Pa.
PITTCOMATIC—automatic door openers—Pittsburgh Plate Glass Co., 532 Ft. Duquesne Blvd., Pittsburgh, Pa.
P L—Beckwith-Arden, Inc., 203 Arlington St., Watertown, Mass.
PLACENTEL CREME — preparation — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
PLANET — shoe machinery — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
PLANTAR—massager & foot strengthener—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
PLASTAPED—foot appliance—Chicago Plastic Products Co., Inc., 210 W. Evergreen St., Chicago, Ill.
PLASTICORE — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
PLASTIK — measuring device — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
PLASTIKAF — Stedfast Rubber Co., Inc., 34 Topalian St., Mattapan, Mass.
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PLASTI-PEDIC — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
PLASTO—foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
PLASTO-ARCH — foot appliance—E-Z Walk Arch Corp., 104 W. 17th St., New York, N. Y.
PLASTO-O-COMFORT—foot appliance —Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
PLASTOFLEX — foot appliance — Chicago Plastic Products Co., Inc., 210 W. Evergreen St., Chicago, Ill.
PLI-LITE — New Jersey Rubber Co., Taunton, Mass.
PLIRIB—B. B. Chemical Co., 784 Memorial Dr., Cambridge, Mass.
PLIRIB — insole rib material—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
PLUMA—shoe machinery—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
PLYBOOT—Plymouth Rubber Co., Inc., Revere St., Canton, Mass.
PLYBRONC — Plymouth Rubber Co., Inc., Revere St., Canton, Mass.
PLYCAL—Plymouth Rubber Co., Inc., Revere St., Canton, Mass.
PLY-HEELS—Mears Heel Co., 53 Beacon Ave., Lawrence, Mass.
PLYKAF—Plymouth Rubber Co., Inc., Revere St., Canton, Mass.
PLYLAM—Plymouth Rubber Co., Inc., Revere St., Canton, Mass.
PLYLETH—Plymouth Rubber Co., Inc., Revere St., Canton, Mass.
PLYLEX—Plymouth Rubber Co., Inc., Revere St., Canton, Mass.
PLYLINE—Plymouth Rubber Co., Inc., Revere St., Canton, Mass.
PLYMOC—Plymouth Rubber Co., Inc., Revere St., Canton, Mass.
PLYOPLAST—foot appliance—Chicago Plastic Products Co., Inc., 210 W. Evergreen St., Chicago, Ill.
PLYPERM—Plymouth Rubber Co., Inc., Revere St., Canton, Mass.
PLYPLUMP — Plymouth Rubber Co., Inc., Revere St., Canton, Mass.

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PLYTEX—Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
PLYTRON—Plymouth Rubber Co., Inc., Revere St., Canton, Mass.
PLYVYE—Plymouth Rubber Co., Inc., Revere St., Canton, Mass.
POLANYL—Princeton Mills Div., Burlington Industries, Inc., 450 Seventh Ave., New York, N. Y.
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POLYTEX — prevulcanized latex compounds—Polymer Chemical Co., 5920 Carthage Ave., Cincinnati, O.
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PRACTIPLASTIC — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
PREMIER SUEDE — Phillips Premier Corp., Subsidiary of Allied Kid Co., 186 South St., Boston, Mass.
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PRESTO—pads—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
PRIMAL—Rohm & Haas Co., 222 W. Washington Square, Philadelphia, Pa.
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PRIME-TEX BRINDLET—insole material — Prime-Tex Corp., Canal St., Manchester, N. H.
PRIME-TEX 77 — insole material — Prime-Tex Corp., Canal St., Manchester, N. H.
PRIMETEX—Henry Fuchs & Son, Inc., 94-104 Ninth St., Brooklyn, N. Y.
PRIMITE—insole material—Prime-Tex Corp., Canal St., Manchester, N. H.
PRINCESS — innersoling materials — Texon, Inc., Canal St., South Hadley Falls, Mass.
PRO-BUFF — Osmo Tanning & Mfg. Co., Box 126, Spartansburg, Pa.
PROCTOR-FLEX—counters — Proctor Counter Co., 2117 Hanley Industrial Ct., St. Louis, Mo.
PRON-A-METER—C. S. Pierce Co., 278 Montello St., Brockton, Mass.
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PROPERTS — leather & saddle soap, shoe creme—Salomon & Phillips, 460 Fourth Ave., New York, N. Y.
PROPODY—pads—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
PRO'S PAL—shoe trees—O. A. Miller Div. United Shoe Machinery Corp., 150 Main St., Plymouth, N. H.
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Q

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QUIK-TAC—adhesive—Adhesive Products Corp., 1660 Boone Ave., New York, N. Y.
QUILON — chrome complex—E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.
QUINTONE — shoe dressings & shine kits—K. J. Quinn & Co., Inc. (Quintone Div.), 209 Canal St., Malden, Mass.
QUIX—foot preparations—Quix Laboratories, Subsidiary of The Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.

R

R AND F—finishes—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
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RAJAH—Alfred Hale Shoe Prods., Div. of Gro-Cord Rubber Co., 807 N. Jackson St., Lima, O.
RAJAH CREPE — Alfred Hale Shoe Prods., Div. of Gro-Cord Rubber Co., 807 N. Jackson St., Lima, O.
RAMONA—cleaning products & dyes—Sunbeam Products, Inc., 138 Main St., Toledo, O.
RANGOON—International Fabric Corp., 163 Lincoln St., Boston, Mass.
RAPID—shoe machinery—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
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REALITE—Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
REDDI-TACK — Modern Orthopedic Appliance Co., Inc., 584 Broadway, New York, N. Y.
RED HEAD — stretchers — Rochester Shoe Tree Co., Inc., P. O. Box 3536, Rochester, N. Y.
RED-I-CUT — waterproof abrasive paper & wheels—Carborundum Co., Niagara Falls, N. Y.
REDI-CUT — adhesive foot plaster — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
REDI-TOTE — packaging — Diamond National Corp. — The Gardner Div., 407 Charles St., Middletown, O.
RED-STRIPE — emery cloth — Clover Mfg. Co., 327 Main St., Norwalk, Conn.
RE-FORM — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
REGENT — shoe machinery — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
REINFORCED EDGE SHUGOR—Thomas Taylor & Sons, Inc., 50 Houghton St., Hudson, Mass.
RELAX-STEP—Modern Orthopedic Appliance Co., Inc., 584 Broadway, New York, N. Y.
RELETHA—socklinings—North American Chemical Co., 19 Chestnut St., Cambridge, Mass.
RE-LIEV-O-PADS — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
REM — cutting boards — Remington Products Co., 447 E. Bergy St., Wadsworth, O.
REMBLOCK — Remington Products Co., 447 E. Bergy St., Wadsworth, O.
REMBOARD — clicking pad—Remington Products Co., 447 E. Bergy St., Wadsworth, O.
RESGRIP — adhesive—Adhesive Products Corp., 1660 Boone Ave., New York, N. Y.
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RESKRAF RAYETTE — Textileather Div., General Tire & Rubber Co., 607 Madison Ave., Toledo, O.
RESPROID—Textileather Div., General Tire & Rubber Co., 607 Madison Ave., Toledo, O.
RESPROID 1000 — Textileather Div., General Tire & Rubber Co., 607 Madison Ave., Toledo, O.
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RIB TIDE—Apex Tire & Rubber Co., Shoe Products Div., 505 Central Ave., Pawtucket, R. I.
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RIDGLAY—Avon Sole Co., Avon, Mass.
RING GRIP — Avon Sole Co., Avon, Mass.
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RIPPLE SOLE—soles & heels—Ripple Sole Corp., 28 W. Adams Ave., Detroit, Mich.
RITE-POISE — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
ROCKTEX—Plymouth Rubber Co., Inc., Revere St., Canton, Mass.
RODITE — lacing hooks — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
RODOX—elastic loops & shoe ornaments—Rodox, Inc., 127 W. 24th St., New York, N. Y.
ROL-EZE—Warnco, P. O. Box 1091, Spokane, Wash.
ROLLAWAY — shine cloth — Knomark, Inc., 330 Wythe Ave., Brooklyn, N. Y.
ROMITO-DONNELLY—store furniture & fixtures—Romito-Donnelly Corp., Ravenna, O.
RONCI—buckles & ornaments—F. Ronci Co., Inc., 2 Atlantic Blvd., Centerdale, R. I.
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S

SAFE-T-LITE—Goodyear Tire & Rubber Co., 1144 E. Market St., Akron, O.
SAFETRED — Bearfoot Sole Co., Inc., First & Water Sts., Wadsworth, O.
SAFETY CUSHION—O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
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SANATIZED — leather insoles—Silverite Gutterman Co., 212 Summer St., Boston, Mass.
SANDOW — rubber cement—Columbia Cement Co., Inc., 150 Ingraham St., Brooklyn, N. Y.
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SASCO—Harold F. Swant, 591 Ashland Ave., St. Paul, Minn.
SATIN BRAND — cutting boards & tables—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
SAVE-A-COAT — leather conditioner—Sunbeam Products, Inc., 138 Main St., Toledo, O.
SAVILLE ROW—International Fabric Corp., 163 Lincoln St., Boston, Mass.
SAXON — foam insoles — Forest City Products, Inc., 722 Bolivar Rd., Cleveland, O.
SCHOPEDIC — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
SCHOPLASTIC—foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.

SCHULTZ — dyes & polishes — Schultz Co., 404 S. Fourth St., St. Louis, Mo.
SCOTCHGARD — leather protector — Minnesota Mining & Mfg. Co., 900 Bush Ave., St. Paul, Minn.
SCOTT—foot lotion spray—Scott Foot Appliance Co., 1701 Webster St., Omaha, Neb.
SCOTTIE — Quabaug Rubber Co., 17 School St., North Brookfield, Mass.
SCOTTIES — fillers—Scott Foot Appliance Co., 1701 Webster St., Omaha, Neb.
SCOURINE—finishes—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
SCROLL—preparation—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
SEAL EDGE—insoles—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
SEAL TIP—pads—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
SEATON — socklings — Clemtex Mfg. Co., Inc., 71 Apsley St., Hudson, Mass.
SELF-SERV — shoe displayer — Self-Serv Fixture Co., Inc., 2021 Farrington St., Dallas, Tex.
SEMCO—metal shoe shelving & display fixtures—Semco Co., Inc., 9th & Jefferson St., Hermann, Mo.
SERVICE — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
SERVITE — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
SET BACK — pads & plasters — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
SHAEFFER—shoe laces—O. A. Miller Div. United Shoe Machinery Corp., 150 Main St., Plymouth, N. H.
SHEEREST-MAID — hosiery — Rhinestone Distributors, Inc., 2830 W. Dauphin St., Philadelphia, Pa.
SHIELD — New Jersey Rubber Co., Taunton, Mass.
SHINE-MAGIC — shoe polish—Schultz Co., 404 S. Fourth St., St. Louis, Mo.
SHINOLA—shoe polishes—Best Foods, Div. of Corn Products Sales Co., 10 E. 56th St., New York, N. Y.
SHINZ-ALL—shoe polisher bracket—E. J. Ajax & Sons Inc., 92—43rd Ave., N. E., Minneapolis, Minn.
SHOE CARE BAR — Knomark, Inc., 300 Wythe Ave., Brooklyn, N. Y.
SHOE COMPLEXION—George J. Kelly, Inc., 56 Sanderson Ave., Lynn, Mass.
SHOE DUSTA — shoe cloths — Meyer Label Co., Inc., 5 E. 16th St., New York, N. Y.
SHOE KEEPERS—shoe tree—Rochester Shoe Tree Co., Inc., Box 3536, Rochester, N. Y.
SHOE SAVER — Dow Corning Corp., Midland, Mich.
SHOE THAT WALKS FOR YOU, THE —soles & heels—Ripple Sole Corp., 28 W. Adams Ave., Detroit, Mich.
SHO-MOR—sales maker—Holz-All Display Specialties, 700 Jackson Blvd., Rapid City, S. D.
SHOOZ — shoe polish — Shooz Polish Mfg. Co., 1012 W. Oklahoma Ave., Milwaukee, Wis.
SHU FIBRE—Colonial Board Co., 615 Parker St., Manchester, Conn.
SHUGOR—Thomas Taylor & Sons, Inc., 50 Houghton St., Hudson, Mass.
SHU-LOK—fastener—Talon, Inc., Shu-Lok Fastener Div., Meadville, Pa.
SHU-SHINE—spray—Scott Foot Appliance Co., 1701 Webster St., Omaha, Neb.
SHU-SHOER — display rack—Holz-All Display Specialties, 700 Jackson Blvd., Rapid City, S. D.
SHU-STRATE—travelers shoe tree—F. H. Bartz, 114 W. Kinzie St., Chicago, Ill.
SHU-TONE — polish — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
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SILENT STEP — top lifts — Missouri Heel Co., 4067 Folsom St., St. Louis, Mo.
SILHOUWELT — shoe construction — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
SILICON CARBIDE—coated abrasive—Armour Alliance Industries, 16123 Armour St., N. E., Alliance, O.
SILVERFLEX—foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
SILVEROID — metal — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
SILVER SHEEN—Vulplex, Inc., Bates St., North Abington, Mass.
SILVERTOWN—B. F. Goodrich Co., 500 S. Main St., Akron, O.
SIMANCO—industrial sewing machines —Singer Sewing Machine Co., Industrial Sales Dept., 149 Broadway, New York, N. Y.
SINGAPORE — International Fabric Corp., 163 Lincoln St., Boston, Mass.
SINGER—industrial sewing machines—Singer Sewing Machine Co., Industrial Sales Dept., 149 Broadway, New York, N. Y.
SIR—shoe polish—Rochester Shoe Tree Co., Inc., Box 3536, Rochester, N. Y.
SKI — Gro-Cord Rubber Co., 807 N. Jackson St., Lima, O.
SKIMMER—Beebe Rubber Co., 20 Marshall St., Nashua, N. H.
SKINTAC—pads—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
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SLIDE-O-MATIC — shoe lasts—United Shoe Machinery Corp., United Last Div., 53 Beacon Ave., Lawrence, Mass.
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S. M. S. CLARIFIED QUEBRACHO LIQUID—vegetable tanning material —Pilar River Plate Corp., 8-10 Lister Ave., Newark, N. J.
SMART-TIPS—O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
SMOOTH-RUN—abrasive belts, bands & sleeves—Clover Mfg. Co., 327 Main St., Norwalk, Conn.
SNAPBAK—polystyrene shoe materials Bixby Box Toe Co., Inc., 170 Washington St., Haverhill, Mass.
SNAP-TITE — Beebe Rubber Co., 20 Marshall St., Nashua, N. H.
SNOWFLAKE — Barbour Corp., 932 N. Montello St., Brockton, Mass.
SNOWPHLAKE—genuine white buck—Salomon & Phillips, 460 Fourth Ave., New York, N. Y.
SNOW-PROOF—leather preservative & waterproofing—Snow-Proof Co., Big Tree St., Livonia, N. Y.
SOF-CEL — American Biltrite Rubber Co., Inc., 22 Willow St., Chelsea, Mass.
SOFT MONOPLY—nylon threads—Belding Hemingway Co., Inc. (Belding Corticelli), 1407 Broadway, New York, N. Y.
SOFT MONOTEX — nylon threads — Belding Hemingway Co., Inc. (Belding Corticelli), 1407 Broadway, New York, N. Y.
SOFT MULTIPLY — nylon threads — Belding Hemingway Co., Inc. (Belding Corticelli), 1407 Broadway, New York, N. Y.
SOFT MULTITEX — nylon threads — Belding Hemingway Co., Inc. (Belding Corticelli), 1407 Broadway, New York, N. Y.
SOFTLINE—Clemtex Mfg. Co., Inc., 71 Apsley St., Hudson, Mass.
SOFTOP—B. F. Goodrich Co., 500 S. Main St., Akron, O.
SOFT TOUCH — spray powder — Scott Foot Appliance Co., 1701 Webster St., Omaha, Neb.
SOFT TRED—arches & insoles—Scott Foot Appliance Co., 1701 Webster St., Omaha, Neb.
SOLETITE — cork filler — Thompson Shoe Products, Inc., 67 Perkins Ave., Brockton, Mass.
SOLACE—foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
SOLE-FAB-A — innersole — Felters Co., 210 South St., Boston, Mass.
SOLE-FELT — innersole — Felters Co., 210 South St., Boston, Mass.
SOLE-GARDE—Manufacturing Laboratories, Inc., 249 Fifth St., Cambridge, Mass.
SOLE-RITE WX—Manufacturing Laboratories, Inc., 249 Fifth St., Cambridge, Mass.
SOLE-RITE WX—Manufacturing Laboratories, Inc., 249 Fifth St., Cambridge, Mass.
SOLKAF — insoles — Brown Co., 150 Causeway St., Boston, Mass.
SO-LO—C. S. Pierce Co., 278 Montello St., Brockton, Mass.
SOL-RITE—Apex Tire & Rubber Co., Shoe Products Div., 505 Central Ave., Pawtucket, R. I.
SOL-TEX—Apex Tire & Rubber Co., Shoe Products Div., 505 Central Ave., Pawtucket, R. I.
SOLVEX — preparation — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
SOLYDE—Charles G. Keferstein, 400 Madison Ave., New York, N. Y.
SONORA — Monarch Rubber Co., Inc., 3500-3522 Pulaski Hwy., Baltimore 24, Md.
SON-RIZE — Caton Stain & Blacking Co., 65 Mulberry St., Lynn, Mass.

SPARTAN — New Jersey Rubber Co., Taunton, Mass.
SPECTRO—George O. Jenkins Co., 1045 Plymouth St., Bridgewater, Mass.
SPEED-GRITS—floor sanding papers—Behr - Manning Co., 1660 Howe St., Troy, N. Y.
SPEEDWAY—Goodyear Tire & Rubber Co., 1144 E. Market St., Akron, O.
SPLIT PACK—shoe trees—O. A. Miller Div. United Shoe Machinery Corp., 150 Main St., Plymouth, N. H.
SPORTLITE—Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
SPORTSCO—Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
SPORTSMAN—shoe trees—O. A. Miller Div. United Shoe Machinery Corp., 150 Main St., Plymouth, N. H.
SPRING-O-LATORS — Spring-O-Lators, Inc., West Roxbury 32, Mass.
SPRING-TEX — Apex Tire & Rubber Co., Shoe Products Div., 505 Central Ave., Pawtucket, R. I.
SPUN FOAM INSOLES—Scott Foot Appliance Co., 1701 Webster St., Omaha, Neb.
SQUEE GEE CREPE—American Biltrite Rubber Co., Inc., 22 Willow St., Chelsea, Mass.
S S SHU PADS—Osmo Tanning & Mfg. Co., Box 126, Spartansburg, Pa.
SST—Prosper Shevenell & Son, Inc., 40 Maple St., Dover, N. H.
STACKLITE—heel—Vulcan Corp., Sinton Mezzanine, Cincinnati, O.
STAFAST—Stedfast Rubber Co., Inc., 34 Topalian St., Mattapan, Mass.
STAGE COACH—Beebe Rubber Co., 20 Marshall St., Nashua, N. H.
STAMPRESS—folding machines—Boston Machine Works Co., 7-17 Willow St., Lynn, Mass.
STANDARD — brushes — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
STANDARD WHITE — pads — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
STA-ON—toplift—Vulcan Corp., Sinton Mezzanine, Cincinnati, O.
STAR—hand tools— United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
STASO—Brookside Mfg., Inc., 65 Brookside Ave., Boston, Mass.
STATIKLEEN — plastic cleaner—Lustra-Cite Industries, Inc., 331 Kent Ave., Brooklyn, N. Y.
STAYBRIGHT—C. S. Pierce Co., 278 Montello St., Brockton, Mass.
STAY-IN TAPE — foot appliances — Burns Cuboid Co., 1007 E. Washington Ave., Santa Ana, Calif.
STAYSDYED—leather dye—George J. Kelly, Inc., 56 Sanderson Ave., Lynn, Mass.
STAZE-ON — non-slips, pinch pads & tongue pads — Silverite Gutterman Co., 212 Summer St., Boston, Mass.
STAZ-ON LINSUEDE — Cooney-Weiss Fabric Corp., 115 Beach St., Boston, Mass.
STEADY TREAD—Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
STEK-O — paste—Clark Stek-O Corp., 1631 Dewey Ave., Rochester, N. Y.
STELLA'S STRETCH-ALL — leather conditioner—F. P. Stella & Sons Products, 132 N. Barton St., New Buffalo, Mich.
STEP-A-LONG—Beebe Rubber Co., 20 Marshall St., Nashua, N. H.
STEP RITE — foot appliance — E-Z Walk Arch Corp., 104 W. 17th St., New York, N. Y.
STERLINATED—Sterling Last Corp., 43-05 10th St., Long Island City, N. Y.
STERLING — lasts — Sterling Last Corp., 43-05 10th St., Long Island City, N. Y.
STERLING — shoe polisher — Sterling Worth, Inc., 225 N. Green St., Chicago, Ill.
STICKTITE—rubber cement—Columbia Cement Co., Inc., 150 Ingraham St., Brooklyn, N. Y.
STIC-ORNAMENT—bows—Modern Orthopedic Appliance Co., Inc., 584 Broadway, New York, N. Y.
STITCHCOAT—insole material—Prime-Tex Corp., Canal St., Manchester, N. H.
STITCHED REVERSE—Barbour Corp., 932 N. Montello St., Brockton, Mass.
STITCH GLOSS—finishes—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
STITCHGUARD—white stitch protector United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
STITCHLOC—twisted cotton welt, lockstitch thread & nylon welt thread—Hughes Fawcett, Inc., P. O. Box 276, Dunellen, N. J.
STIX—nonslips, pinch pads & tongue pads—Silverite Gutterman Co., 212 Summer St., Boston, Mass.
STIX — adhesive — Adhesive Products Corp., 1660 Boone Ave., New York, N. Y.
STIXTITE PIPING — United Stay Co., Inc., 222 Third St., Cambridge, Mass.
STIXWELL—cement—Columbia Cement Co., Inc., 150 Ingraham St., Brooklyn, N. Y.
STORMWELT—Barbour Corp., 932 N. Montello St., Brockton, Mass.
STOUTEDGE — Barbour Corp., 932 N. Montello St., Brockton, Mass.
STOUTEDGE REVERSE — Barbour Corp., 932 N Montello St., Brockton, Mass.
STOUTEDGE STORMWELT — Barbour Corp., 932 N. Montello St., Brockton, Mass.
STRAPEZE — Felch-Anderson Co., 248 Toronto Ave., Providence, R. I.
STRATA-CREPE — Goodyear Tire & Rubber Co., 1144 E. Market St., Akron, O.
STRETCH-FIT — hosiery — Rhinestone Distributors, Inc., 2830 W. Dauphin St., Philadelphia, Pa.
STRETCH LUBE—C. S. Pierce Co., 278 Montello St., Brockton, Mass.
STRONGBOND — adhesive — Hoague-Sprague Corp., 130 Eastern Ave., Lynn, Mass.
STRONGBOX — cartons — Hoague-Sprague Corp., 130 Eastern Ave., Lynn, Mass.
STURDYBILT—braid shoe laces—Cortland Line Co., Inc., 67 E. Court St., Cortland, N. Y.
STURDY BUILT—Hagerstown Rubber Co., City Park & Highland Way, Hagerstown, Md.
STYLE CRAFT — bows & stripping — Style Craft Trim, Inc., 1900 N. Market St., St. Louis, Mo.
STYLEFORM — C. S. Pierce Co., 278 Montello St., Brockton, Mass.
STYLES OF TOMORROW — Vulcan Corp., Sinton Mezzanine, Cincinnati, O.
STYLIST — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
STYLITE — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
SUEDE SAVER — Dow Corning Corp., Midland, Mich.
SULLFLEX—O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
SULVA-PRENE — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
SULVA-RIB—O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
SULVA - ROPE — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
SULVA-SPORT — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
SULVA - TRAX — O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
SUNBEAM — neatsfoot oil — Sunbeam Products, Inc., 138 Main St., Toledo, O.
SUNBURST—Beebe Rubber Co., 20 Marshall St., Nashua, N. H.
SUN-GLO—Beebe Rubber Co., 20 Marshall St., Nashua, N. H.
SUPER BRONCO — Textileather Div., General Tire & Rubber Co., 607 Madison Ave., Toledo, O.
SUPER COMFORT—O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
SUPER CREPE—Bearfoot Sole Co., Inc., First & Water Sts., Wadsworth, O.
SUPER CUSHION — Goodyear Tire & Rubber Co., 1144 E. Market St., Akron, O.
SUPER FIBRE—shoe counters—Central Counter Co., 4515 Shaw Ave., St. Louis, Mo.
SUPERFIL—finishes—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
SUPERFLEX — Merker Counter Co., Inc., 12 Duncan St., Haverhill, Mass.
SUPER-FLEX — Apex Tire & Rubber Co., Shoe Products Div., 505 Central Ave., Pawtucket, R. I.
SUPERFLO—finishes—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
SUPERGRIP—adhesives—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
SUPERIOR—B. F. Goodrich Co., 500 S. Main St., Akron, O.
SUPERIOR — crayons—Superior Polish Co., 62 East Railroad Ave., Brockton, Mass.
SUPERIOR BRAND — shoe factory brushes—M. N. Watson Brush Mfg. Co., 51 Amory St., Boston, Mass.
SUPER-LITE—American Biltrite Rubber Co., Inc., 22 Willow St., Chelsea, Mass.
SUPER-QUALITY—Prosper Shevenell & Son, Inc., 40 Maple St., Dover, N. H.
SUPER-RESIN — sanding belts & sheets — Behr - Manning Co., 1660 Howe St., Troy, N. Y.
SUPER-SHEER — elastic hosiery—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
SUPERSLIP — last slip — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
SUPERSOC—Brookside Mfg., Inc., 65 Brookside Ave., Boston, Mass.
SUPER-SOFT—Beebe Rubber Co., 20 Marshall St., Nashua, N. H.
SUPER-SOFT ZINO PADS—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
SUPER STRONG STA—I. Brockman & Co., Inc., 207 Essex St., Boston, Mass.
SUPER TRUSHEEN—gold & silver—Vulplex, Inc., Bates St., North Abington, Mass.
SUPERWEAR — Hagerstown Rubber Company, City Park & Highland Way, Hagerstown, Md.

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ST. LOUIS PLANT: 5050 Farlin Avenue, St. Louis 15, Mo. BRANCH OFFICE: Los Angeles, Calif.

SUPREME—finishes—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
SUREGRIP—rubber cement—Columbia Cement Co., Inc., 150 Ingraham St., Brooklyn, N. Y.
SURE GRIP—O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
SURESTEP—American Biltrite Rubber Co., Inc., 22 Willow St., Chelsea, Mass.
SURGEON'S FOOT BRACE—foot appliance—Arrowsmith Mfg. Co., Inc., 104 W. 17th St., New York, N. Y.
SURGICAL — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
SURGITEX — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
SUR-V-LON — vinyl products—Bonded Fibers, Inc., Route #60, Buena Vista, Va.
SWIFT SET — Beckwith-Arden, Inc., 203 Arlington St., Watertown, Mass.
SYL-MER—Dow Corning Corp., Midland, Mich.
SYNCREPE—Monarch Rubber Co., Inc., 3500-3522 Pulaski Hwy., Baltimore 24, Md.
SYNPOL — synthetic rubber — Texas-U. S. Chemical Co., 9 Rockefeller Plaza, New York, N. Y.
SYSTEM—foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
SX — shoe trees — O. A. Miller Div. United Shoe Machinery Corp., 150 Main St., Plymouth, N. H.

T

TAK-A-NUMBER—Davis Plastic Laminators, P. O. Box 224, Burlington, Wis.
TALACET — laces — Pero & Daniels, Inc., 315 Centre St., Boston, Mass.
TAMOL—Rohm & Haas Co., 222 W. Washington Square, Philadelphia, Pa.
TANATHANE — tannery finish — B. B. Chemical Co., 784 Memorial Dr., Cambridge, Mass.
TANEX—Ayrlyte Corp., 400 Madison Ave., New York, N. Y.
TAPPER—Gro-Cord Rubber Co., 807 N. Jackson St., Lima, O.
TARSO — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
TARSOPLASTIC—foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
TAUKO — New Jersey Rubber Co., Taunton, Mass.
TAYLASTIX—Thomas Taylor & Sons, Inc., 50 Houghton St., Hudson, Mass.
TAYLON—Thomas Taylor & Sons, Inc., 50 Houghton St., Hudson, Mass.
TAYLOR-KNIT — Thomas Taylor & Sons, Inc., 50 Houghton St., Hudson, Mass.
TAYLOR MADE—shoe laces—Thomas Taylor & Sons, Inc., 50 Houghton St., Hudson, Mass.
TAYLOR MAID—braids—Thomas Taylor & Sons, Inc., 50 Houghton St., Hudson, Mass.
TAYLORTEX—Thomas Taylor & Sons, Inc., 50 Houghton St., Hudson, Mass.
TAYLORTOP—Thomas Taylor & Sons Inc., 50 Houghton St., Hudson, Mass.
TEE PEE — Quabaug Rubber Co., 17 School St., North Brookfield, Mass.
TENSILON — Gagan Bros. Inc., 391 Third St., Everett, Mass.
TEX—toe & heel plates—Scholl Mfg. Co., Inc., 213 Schiller St., Chicago, Ill.
TEXON—innersoling materials, counter and mid-sole board materials, vinyl coated socklining, heel pad materials—Texon, Inc., Canal St., South Hadley Falls, Mass.
TEX-STA—I. Brockman & Co., Inc., 207 Essex St., Boston, Mass.
THALL — displays — Thall Plastics & Metals Co., 139 Duane St., N. Y., N. Y.
THERMOFIBE—Beckwith-Arden, Inc., 203 Arlington St., Watertown, Mass.
THERMOGRIP — B. B. Chemical Co., 784 Memorial Dr., Cambridge, Mass.
THONET — furniture — Thonet Industries, Inc., 1 Park Ave., New York, N. Y.
THOROUGHBRED—saddle soap—Sunbeam Products, Inc., 138 Main St., Toledo, O.
THRED-KOTE—stitching wax—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
3-TO-1—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
THRIFT-EEZE — Modern Orthopedic Appliance Co., Inc., 584 Broadway, New York, N. Y.
THRU-WAY — Gro-Cord Rubber Co., 807 N. Jackson St., Lima, O.
TIMME TUFTS—E. F. Timme & Son, 1 Park Ave., New York, N. Y.
TI-PURE—titanium dioxide—E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.
TITAN—George O. Jenkins Co., 1045 Plymouth St., Bridgewater, Mass.
TITAN McKAY — George O. Jenkins Co., 1063 Plymouth St., Bridgewater, Mass.
TITE-EDGE—Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
TM—foot massager & physio-therapy unit—Toothmaster Co., 305 Hamilton St., Racine, Wis.
TOE-ETTES—C. S. Pierce Co., 278 Montello St., Brockton, Mass.
TOE-FLEX — appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
TOE FREE HOSIERY—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
TOE-RIGHT — appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
TOLEX — Textileather Div., General Tire & Rubber Co., 607 Madison Ave., Toledo, O.
TOLEX JAMAL — Textileather Div., General Tire & Rubber Co., 607 Madison Ave., Toledo, O.
TOP-EZE—shoe counters—Central Counter Co., 4515 Shaw Ave., St. Louis, Mo.
TOPFLITE—New Jersey Rubber Co., Taunton, Mass.
TOTE—shopping bags—Triangle Bag Co., 1201-1399 Madison Ave., Covington, Ky.
TRASCOL — fat liquor — Arthur C. Trask Co., 327 S. LaSalle St., Chicago, Ill.
TRASTAN—extract—Arthur C. Trask Co., 327 S. LaSalle St., Chicago, Ill.
TRAVELITE—New Jersey Rubber Co., Taunton, Mass.
TRAVELO — New Jersey Rubber Co., Taunton, Mass.
TRAVEL TREE—shoe tree—Rochester Shoe Tree Co., Inc., P. O. Box 3536, Rochester, N. Y.
TRAV-L-CREPE—New Jersey Rubber Co., Taunton, Mass.
TRAV-LER—kit—Knomark, Inc., 330 Wythe Ave., Brooklyn, N. Y.
TREADITE—Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
TREDAIR—Cat's Paw Rubber Co., Inc., Warner & Ostend Sts., Baltimore, Md.
TRED-FLEX—Cat's Paw Rubber Co., Inc., Warner & Ostend Sts., Baltimore, Md.
TRED-LITE — Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
TRED-PEDS — Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
TRED-WELL—O'Sullivan Rubber Corp., Valley Pike, Winchester, Va.
TRENTONIAN — Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
TRIANGLE—Hagerstown Rubber Co., City Park & Highland Way, Hagerstown, Md.
TRI-BAR—B. F. Goodrich Co., 500 S. Main St., Akron, O.
TRIDENT—heel glue—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
TRI-GRIP—Avon Sole Co., Avon, Mass.
TRIMFIT — hosiery, slippers—Trimfit, 350 Fifth Ave., New York, N. Y.
TRIMFOOT—foot relief accessories—Trimfoot Co., Appliance Prods. Div., Farmington, Mo.
TRIO—leather dressing—Trio Chemical Works, Inc., 341 Scholes St., Brooklyn, N. Y.
TRIPLEWEAR—American Biltrite Rubber Co., Inc., 22 Willow St., Chelsea, Mass.
TRI-SPRING — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
TRI-VAC—Avon Sole Co., Avon, Mass.
TRONS—D & K Co., Inc., 438-B W. State St., Ithaca, N. Y.
TROPHY TREAD—Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
TRU-GLIDE—American Biltrite Rubber Co., Inc., 22 Willow St., Chelsea, Mass.
TRU-LINE — insole rib material—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
TRULITE — Goodyear Tire & Rubber Co., 1144 E. Market St., Akron, O.
TRU-SPAN — foot appliance — Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
TRUSTANCE — Avon Sole Co., Avon, Mass.
TRU-TEX—Apex Tire & Rubber Co., Shoe Products Div., 505 Central Ave., Pawtucket, R. I.
TUBELITE — doors — Pittsburgh Plate Glass Co., 632 Ft. Duquesne Blvd., Pittsburgh, Pa.
TUFFCORD—Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
TUFFITE—B. F. Goodrich Co., 500 S. Main St., Akron, O.
TUFFY — B. F. Goodrich Co., 500 S. Main St., Akron, O.
TUF-GRIP—Hadley Bros.—Uhl Co., 514 Calvary Ave., St. Louis, Mo.
TUFMARK — pressure-sensitive labels —Pee Cee Tape & Label Co., 521 North La Brea Ave., Los Angeles, Calif.
TUFPLY—Plymouth Rubber Co., Inc., Revere St., Canton, Mass.
TUFSTA — Textileather Div., General Tire & Rubber Co., 607 Madison Ave., Toledo, O.
TUFSTA DOUBLER—Textileather Div., General Tire & Rubber Co., 607 Madison Ave., Toledo, O.
TUFTEX — New Jersey Rubber Co., Taunton, Mass.
TUF-TUK — Gould & Scammon, Inc., 207 Court St., Auburn, Me.
TURINO — American Biltrite Rubber Co., Inc., 22 Willow St., Chelsea, Mass.
TURNER—tanning machinery—Turner Tanning Machinery Corp., Peabody, Mass.
TURNPIKE—Gro-Cord Rubber Co., 807 N. Jackson St., Lima, O.
TUX — shoe trees — O. A. Miller Div. United Shoe Machinery Corp., 150 Main St., Plymouth, N. H.
20TH CENTURY—C. S. Pierce Co., 278 Montello St., Brockton, Mass.
27BT — box toe material—Stedfast Rubber Co., Inc., 34 Topaliian St., Mattapan, Mass.
"2" DROP LIQUID CORN REMOVER—preparation—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
TYGRIT—cutters & irons—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.

U

UBABOND—U B S Chemical Co., 491 Main St., Cambridge, Mass.
UBAGRIP—U B S Chemical Corp., 491 Main Street, Cambridge 42, Mass.
ULTIMA — shoe machinery, cutters & irons—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
ULTRABOND—adhesives—General Adhesives & Chemical Co., 6100 Centennial Blvd., Nashville, Tenn.
ULTRAGRIP—adhesives—General Adhesives & Chemical Co., 6100 Centennial Blvd., Nashville, Tenn.
ULTRAPRENE—Quabaug Rubber Co., 17 School St., North Brookfield, Mass.
UNION—cutters, irons, cutter holders & buffing rolls—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
UNIPATENT—Uni-Mark, Inc., 169 A St., Boston, Mass.
UNIPLUG — last repairing material—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
UNISHANK — shoe machinery—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
UNISOCK—Uni-Mark, Inc., 169 A St., Boston, Mass.
UNISOCK #23—Uni-Mark, Inc., 169 A St., Boston, Mass.
UNITED—shoe machinery & shoe supplies—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
UNIVERSAL—New Jersey Rubber Co., Taunton, Mass.
UNIVERSAL—shoe machinery—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
UNIVERSALE — foot appliance — Arrowsmith Mfg. Co., Inc., 104 W. 17th St., New York, N. Y.
UP-LIFT—foot appliance—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
URAFORM — urea-formaldehyde resin glues—Polymer Chemical Co., 5920 Carthage Ave., Cincinnati, O.
USA — all wool felt wheels—Eastern Felt Co., 80 Canal St., Winchester, Mass.
USMC—shoe machinery & shoe supplies —United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
UTILITY — Modern Orthopedic Appliance Co., Inc., 584 Broadway, New York, N. Y.

V

VALET — Knomark, Inc., 330 Wythe Ave., Brooklyn, N. Y.

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VALYU—New Jersey Rubber Co., Taunton, Mass.
VAN DE'—hosiery—Wohl Shoe Co., 1601 Washington Ave., St. Louis, Mo. —Wholesaler
VARSITY—New Jersey Rubber Co., Taunton, Mass.
VARSITY CLICK—New Jersey Rubber Co., Taunton, Mass.
VEL-CHROME—insoles—Western Leather Co., 904 E. Pearson St., Milwaukee, Wis.
VELCRO—touch & close nylon fastener—Velcro Corp., 681 Fifth Ave., New York, N. Y.
VELTUFF—Stedfast Rubber Co., Inc., 24 Topalian St., Mattapan, Mass.
VELVA-FLEX—American Biltrite Rubber Co., Inc., 22 Willow St., Chelsea, Mass.
VELVALINE—Clemtex Mfg. Co., Inc., 71 Apsley St., Hudson, Mass.
VELVA-MIST—suede spray—Scott Foot Appliance Co., 1701 Webster St., Omaha, Neb.
VELVET—foot appliance—E-Z Walk Arch Corp., 104 W. 17th St., New York, N. Y.
VELVET-FLEX—Merker Counter Co., Inc., 12 Duncan St., Haverhill, Mass.
VELVIN—Textileather Div., General Tire & Rubber Co., 607 Madison Ave., Toledo, O.
VELVO—Henry Fuchs & Son, Inc., 94-104 Ninth St., Brooklyn, N. Y.
VELVO—insole material—Prime-Tex Corp., Canal St., Manchester, N. H.
VENETIAN—Quabaug Rubber Co., 17 School St., North Brookfield, Mass.
VENETIAN—leather cream, shoe cream—C. A. Zoes Mfg. Co., 166-168 N. Sangamon St., Chicago, Ill.
VIBRA-MOUNT—vibration absorption felt pads—American Felt Co., 36 Glenville Rd., Glenville, Conn.
VI-FOAM—insoles, heel cushions, foot appliances & pads—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
VI-FOAM POINTOE—insole—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
VINAFOAM—Lynn Innersole Co., 125 Braintree St., Allston, Mass.
VINLON—Cooney-Weiss Fabric Corp., 115 Beach St., Boston, Mass.
VINSOCK—Uni-Mark, Inc., 169 A St., Boston, Mass.
VINYLGRIP—adhesive—Adhesive Products Corp., 1660 Boone Ave., New York, N. Y.
VINYL MYLAR STASO—Brookside Mfg., Inc., 65 Brookside Ave., Boston, Mass.
VINYL STASO—Brookside Mfg., Inc., 65 Brookside Ave., Boston, Mass.
VINYLSTIX—adhesive—Adhesive Products Corp., 1660 Boone Ave., New York, N. Y.
VINYL VULURE—socklining—Vulplex, Inc., Bates St., North Abington, Mass.
VINYL VULURETTE—socklining—Vulplex, Inc., Bates St., North Abington, Mass.
VISU-METER—foot measuring gauge—Ludwig Visu-Meter Co., 3010 Earl Rd., Cincinnati, O.
VITALIFT—replaceable toplifts—Mears Heel Co., 53 Beacon Ave., Lawrence, Mass.
VITA-TEMPERED—shanks—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
VOGUE—B. F. Goodrich Co., 500 S. Main St., Akron, O.
VOGUE DELUXE—B. F. Goodrich Co., 500 S. Main St., Akron, O.
VULCALAST—finish—Vulcan Corp., Sinton Mezzanine, Cincinnati, O.
VULCASTAY—Pepperell Mfg. Co., 160 State St., Boston, Mass.
VULCATEX—Pepperell Mfg. Co., 160 State St., Boston, Mass.
VUL-CEL—Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
VULCO—Beckwith-Arden, Inc., 203 Arlington St., Watertown, Mass.
VULCO—Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
VULCO—socklining—Vulplex, Inc., Bates St., North Abington, Mass.
VULCO-CREPE—Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
VUL-CORK—Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
VUL-CORK C 57—Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
VULCOTAN—Vulplex, Inc., Bates St., North Abington, Mass.
VULCREPE—Cat's Paw Rubber Co., Inc., Warner & Ostend Sts., Baltimore, Md.
VYLETH—Plymouth Rubber Co., Inc., Revere St., Canton, Mass.

W

WALKER—cutting dies—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.

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SOLE
Cambridge Rubber Company
Taneytown, Maryland

WALK-METER—mileage meter—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
WALK-STRATE—heel cushion—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.

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JONESBORO (S)	116½ East Jackson St.	WEbster 2-8063
CALIFORNIA		
LOS ANGELES (S)	1826 So. Hope Street	RIchmond 9-3231
ILLINOIS		
CHICAGO (S)	600 W. Jackson Blvd.	FRanklin 2-0970
MAINE		
AUBURN (B)	38 Minot Avenue	STate 4-7386
MASSACHUSETTS		
BROCKTON (B)	47 Pleasant St.	JUniper 3-1035
HAVERHILL (B)	145 Essex St.	DRake 4-7411
LYNN (B)	35 Sutton Street	LYnn 2-1300
WORCESTER (B)	11 Quinsigamond Ave.	PLeasant 7-5636
MISSOURI		
ST. LOUIS (B)	2200 Washington Ave.	CEntral 1-1340
CAPE GIRARDEAU (S)	223 Broadway	EDgewater 5-5614
SEDALIA (S)	118½ W. 3rd Street	TAcoma 7-0239
UNION (S)	12 So. Church Street	LUcern 3-3120
HANNIBAL (S)	521 Broadway	Hannibal 1460
NEW HAMPSHIRE		
MANCHESTER (S)	290 Hall Street	NAtional 5-8537
ROCHESTER (S)	25 Portland Street	Rochester 570
NEW YORK		
JOHNSON CITY (B)	19 Jennison Ave.	RAymond 9-1541
NEW YORK (B)	1 West 16th Street	WAtkins 4-3800
OHIO		
CINCINNATI (B)	407 Gilbert Avenue	PArkway 1-4622
PENNSYLVANIA		
HARRISBURG (B)	2515 Paxton St.	CEdar 4-7037
PHILADELPHIA (S)	2100 Arch Street	LOcust 7-2676
TENNESSEE		
NASHVILLE (B)	320 Main Street	ALpine 4-3376
TEXAS		
DALLAS (S)	1210 Old Gate Lane	DAvis 1-9434
VIRGINIA		
LYNCHBURG (S)	1820 Park Ave.	VIctor 7-5431
WISCONSIN		
MILWAUKEE (B)	2362 N. Stanley Place	COncord 4-3510

UNITED SHOE MACHINERY CORPORATION
140 Federal Street, Boston 7, Mass.

WALRUSHYDE — Maynard H. Moore, Jr., Inc., 430 Main St., Stoneham, Mass.
WARNCO—Warnco, P. O. Box 1091, Spokane, Wash.
WATEX — LIQUID WATTLE EXTRACT—vegetable tanning material —Pilar River Plate Corp., 8-10 Lister Ave., Newark, N. J.
WAX-TITE — stitching wax — United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
WEARFOOT—Bearfoot Sole Co., Inc., First & Water Sts., Wadsworth, O.
WEARITE—Essex Rubber Co., P. O. Box 28, Chelsea. Mass.
WEAR MOR—Hagerstown Rubber Co., City Park & Highland Way, Hagerstown, Md.
WEARPLUS—Essex Rubber Co., P. O. Box 28, Chelsea, Mass.
WEARPROOF—Pepperell Mfg. Co., 160 State St., Boston, Mass.
WEBSTER—buffing rolls—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
WECO—tools & blades—Henry Westpfal & Co., Inc., 4 E. 32nd St., New York, N. Y.
WEIGHLIGHT—C. S. Pierce Co., 278 Montello St., Brockton, Mass.
WENAL—preparation—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
WESBEAD—welting—Western Leather Co., 904 E. Pearson St., Milwaukee, Wis.
WESCO — heels & counters — Western Leather Co., 904 E. Pearson St., Milwaukee, Wis.
WESTFLEX — insoles — Western Leather Co., 904 E. Pearson St., Milwaukee, Wis.
WESTLEA — splits — Western Leather Co., 904 E. Pearson St., Milwaukee, Wis.
WEYMOLITE—Weymouth Art Leather Co., Inc., 180 Pearl St., South Braintree, Mass.
WHIRLEE—Avon Sole Co., Avon, Mass.
WHISPERLITE — American Biltrite Rubber Co., Inc., 22 Willow St., Chelsea, Mass.
WHISPER WALK—A & L Heel Corp., Osgood St., Methuen, Mass.
WHISPER WALK—United Heel Corp., Foot of Crosby St., Lowell, Mass.
WHITE BIRCH—International Fabric Corp., 163 Lincoln St., Boston, Mass.
WIND-FLEX—insoles—Wind Innersole & Counter Co., Inc., 15 Rutland Sq., Brockton, Mass.
WINDMILL — Hollander Metal Prods. Corp., 1374 Barnum Ave., Bridgeport, Conn.
WINDRAM—backing cloth, combining & coating—Windram Mfg. Co., 3 Dorchester St., South Boston, Mass.
WINDSOR — Hagerstown Rubber Co., City Park & Highland Way, Hagerstown, Md.
WINGFOOT—Goodyear Tire & Rubber Co., 1144 E. Market St., Akron, O.
WINGLITE—Goodyear Tire & Rubber Co., 1144 E. Market St., Akron, O.
WINNER—Beebe Rubber Co., 20 Marshall St., Nashua, N. H.
WINSOR—Cambridge Rubber Co., 748 Main St., Cambridge, Mass.
WISHBONE—brace for arch supports —Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
WONDERVEL—100% nylon velvet—A. Wimpfheimer & Bro., Inc., 350 Fifth Ave., New York, N. Y.
WONDER WASH—C. S. Pierce Co., 278 Montello St., Brockton, Mass.
WOOD BOND—liquid wood glue—Polymer Chemical Co., 5920 Carthage Ave., Cincinnati, O.
WORLD WIDE—Quabaug Rubber Co., 17 School St., North Brookfield, Mass.
WRIGHTRED — Quabaug Rubber Co., 17 School St., North Brookfield, Mass.
WUL-TEX — insoles — Brown Co., 150 Causeway St., Boston, Mass.

X

X-L-O—New Jersey Rubber Co., Taunton, Mass.
XPEDITE — shoe machinery, brushes, wax, cutter & irons—United Shoe Machinery Corp., 140 Federal St., Boston, Mass.
XXX—Prosper Shevenell & Son, Inc., 40 Maple St., Dover, N. H.

Y

YELLOW - STRIPE — aluminum oxide papers & cloths—Clover Mfg. Co., 327 Main St., Norwalk, Conn.

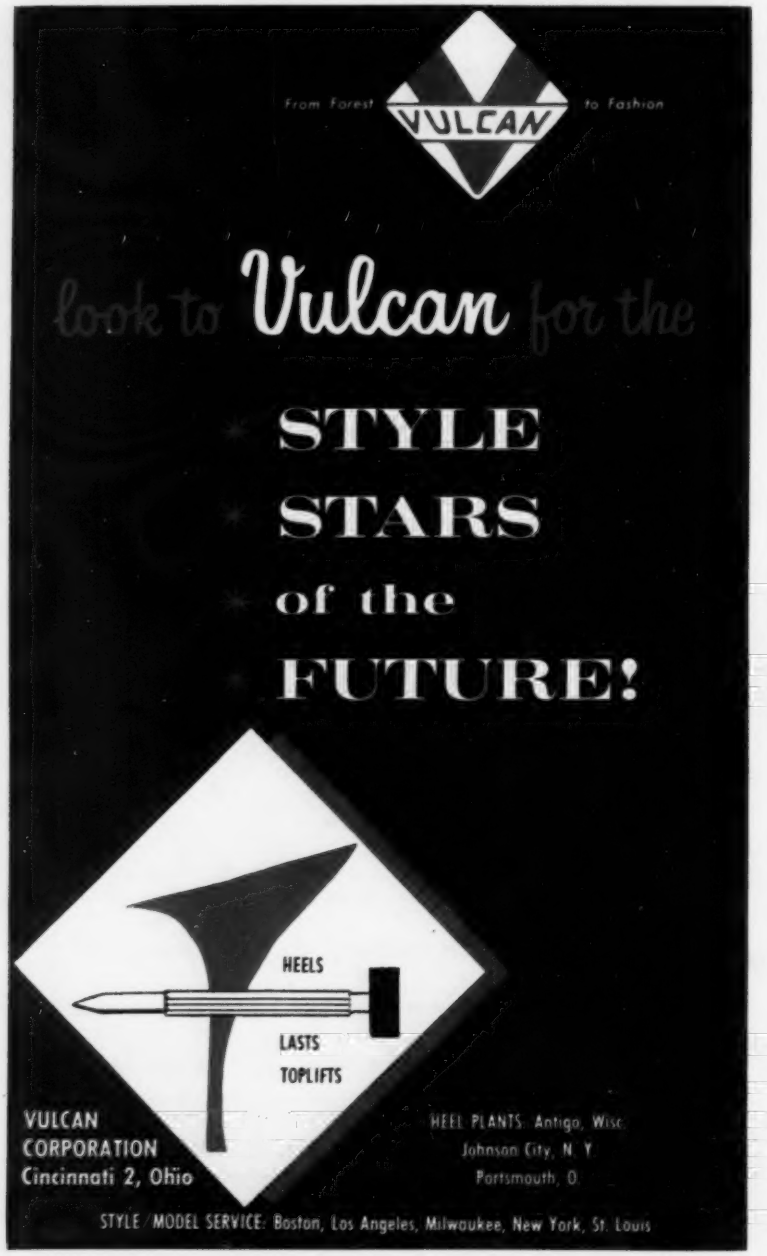
Z

ZEBRA CORD - ON - END — Quabaug Rubber Co., 17 School St., North Brookfield, Mass.
ZEBRAWELT—Barbour Corp., 932 N. Montello St., Brockton, Mass.
ZEPHYRS — American Biltrite Rubber Co., Inc., 22 Willow St., Chelsea, Mass.
ZINO—pads—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
ZINO-PADS—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
ZIN-OX—pads—Scholl Mfg. Co., Inc., 213 West Schiller St., Chicago, Ill.
ZIRCOTAN—Rohm & Haas Co., 222 W. Washington Square, Philadelphia, Pa.
ZOES—suede dye and dressing, leather dye, suede spray, spray shine; gold, silver, bronze refinishes—C. A. Zoes Mfg. Co., 166-168 No. Sangamon St., Chicago, Ill.
ZORON TR—polymer emulsion—E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.

CANADIAN SHOE MANUFACTURERS

A

A. D. SEBASTIANI—Tarsal Ease Shoe Co., Ltd., 305 Bellechasse E., Montreal, Que. (W)
AID - A - WALKER — Slater Shoe Co. (Canada), Ltd., 5805 DeNormanville St., Montreal, Que. (M)
AIRD EASE—Aird & Son, Ltd., 916 Ontario St., E., Montreal, Que. (W)
AIR FLEX WALKERS — Fern Shoe, Div. of Midland Industries Ltd., Main St., Penetang, Ont. (W)
AIR STEP—Brown Shoe Co. of Canada, Ltd., Sherbrooke St., Perth, Ont. (W)
ALDINI — Sherbrooke Footwear Co., Ltd., 1180 King E., Sherbrooke, Que. (W)



CANADIAN SHOE MANUFACTURERS

ALGONQUIN—Fur & Leather Novelties Ltd., 570 King St., W., Toronto, Ont. (M-W-B-G)
ALPINA — Daoust Lalonde, Inc., 4343 Hochelaga St., Montreal, Que. (M-W)
AMIGO—John Ritchie Co., Ltd., 260 St. Vallier St., E., Quebec City, Que. (M)
ARCH PRESERVER — Murray - Selby Shoes Ltd., Richmond & Picadilly Sts., London, Ont. (W)
ARCH PRESERVER SLENDERIZED—Murray-Selby Shoes Ltd., Richmond & Picadilly Sts., London, Ont. (W)
ARCH-RITE—W. E. Woelfle Shoe Co., Ltd., 127 Victoria St., S., Kitchener, Ont. (W)
ARISTOCRAT—T. H. Lane Shoe Co., Ltd., 6201 Papineau Ave., Montreal, Que. (W)
ARPEGGIOS—Fern Shoe, Div. of Midland Industries Ltd., Main St., Penetang, Ont. (W)
ARROW AIR CONDITIONED — Arrow Shoe Ltd., 2251 Aird Ave., Montreal, Que. (M)
ARROW ANKLE FASHIONED—Arrow Shoe Ltd., 2251 Aird Ave., Montreal, Que. (M)
ARROW FLEX—Arrow Shoe Ltd., 2251 Aird Ave., Montreal, Que. (M)
ARROW SHOE—Arrow Shoe Ltd., 2251 Aird Ave., Montreal, Que. (M)
ARROW SOFTY — Arrow Shoe Ltd., 2251 Aird Ave., Montreal, Que. (M)
ARROW SPECIAL APPOINTMENT—Arrow Shoe Ltd., 2251 Aird Ave., Montreal, Que. (M)
ARROW 3 STARS—Arrow Shoe Ltd., 2251 Aird Ave., Montreal, Que. (M)
ARTIC AIR—Wragge Shoes, Ltd., Montrose St., Preston, Ont. (T-B-G-I)

B

BABY BEAR — Baby Bear Shoe Co., Ltd., St. Jules St., St. George W., Beauce County, Que. (B-G-I)
BABY-BOO—Lucien Bougie, Inc., 2061 Aird Ave., Montreal, Que. (I)
BABY-ETTE—Lucien Bougie, Inc., 2061 Aird Ave., Montreal, Que. (I)
BALANCED BACK PARTS — Arrow Shoe Ltd., 2251 Aird Ave., Montreal, Que. (M)
BARBARA LANE — T. H. Lane Shoe Co., Ltd., 6201 Papineau Ave., Montreal, Que. (W)
BEAUMONT — Aird & Son, Ltd., 916 Ontario St., E., Montreal, Que. (W)
BEL AIR—Fournier Shoes, Inc., 1647 Savoie St., Plessisville, Que. (M)
BELIEVEAU — Daoust Lalonde, Inc., 4343 Hochelaga St., Montreal, Que. (M-B)
BIMBA—Donatelli Shoe Mfg. Co., 5579 Christophe Colomb Ave., Montreal, Que. (I)
BLUE BAR — Dominion Rubber Co., Ltd., 550 Papineau Ave., Montreal Que. (M)
BLUE RIBBON — Tetrault Shoe Ltd., 2251 Aird Ave., Montreal, Que. (M)
BOB-A-LONG — Bonnie Stuart Shoes, Ltd., 141 Whitney Pl., Kitchener, Ont. (I)
BOND STREET—Dack Corp., Ltd., 124 Adelaide St., W., Toronto, Ont. (M)
BONNIE BELLE—Bonnie Ftwr. Ltd., 149 Sterling Rd., Toronto, Ont. (T)
BONNIE LASSIE—Bonnie Ftwr. Ltd., 149 Sterling Rd., Toronto, Ont. (T)
BONNIE STUART — Bonnie Stuart Shoes, Ltd., 141 Whitney Pl., Kitchener, Ont. (B-G)
BONNIE STUART ORTHO - WELT—Bonnie Stuart Shoes, Ltd., 141 Whitney Pl., Kitchener, Ont. (B-G)
BONNIE STUART TODDLER—Bonnie Stuart Shoes, Ltd., 141 Whitney Pl., Kitchener, Ont. (I)
BONNY-BELL — Lucien Bougie, Inc., 2061 Aird Ave., Montreal, Que. (I)
BORSALINO — Arrow Shoe Ltd., 2251 Aird Ave., Montreal, Que. (M)
BOWLMASTER — Humberstone Shoe Co., Ltd., 750 Elm St., Port Colborne, Ont. (M-W-B-G)
BOY PROOF—Sunbeam Shoe Co., Ltd., Port Dover, Ont. (B)
BRITISH — British Rubber Co., Ltd., 455 19th Ave., Lachine, Que. (M-W-T-B-G-I)
BROWN OF CANADA—H. H. Brown Shoe Co. (Canada), Ltd., Richmond, Que. (M)
B-TWEENS—Hermanjo of Canada, 251 Sorauren Ave., Toronto, Ont. (T)
BUCKINGHAM—Williams Shoe Ltd., 53 Railroad St., Brampton, Ont. (M)
BUCKOROOS—Humberstone Shoe Co., Ltd., 750 Elm St., Port Colborne, Ont. (B-G)
BUFFALO BILL—Lafayette Shoe Mfg. Co., Ltd., 449 St. Helen St., Montreal, Que. (M-B)
BUSHMASTER—T. Sisman Shoe Co., Ltd., Town of Aurora, Ont. (M)
BUSTER BROWN—Brown Shoe Co. of Canada, Ltd., Sherbrooke St., Perth, Ont. (B-G)
BY KAROL—Sherbrooke Footwear Co., Ltd., 1180 King, E., Sherbrooke, Que. (W)

C

CAMELIA — George G. Hodges, Ltd., 205 Vitre St., W., Montreal, Que. (W)
CAMPUS-QUEEN—Fern Shoe, Div. of Midland Industries Ltd., Main St., Penetang, Ont. (T)
CANADIAN GENTLEMAN—Gale Shoes Ltd., 435 St. Anselme, Que. (M)
CANADIAN HOSTESS — Susan Shoes, Ltd., 535 Clarke St., Burlington, Ont. (W)
CAN-CANS—Fern Shoe, Div. of Midland Industries Ltd., Main St., Penetang, Ont. (T)
CANDY KIDS—Hewetson of Canada, 57 Mill St., N., Brampton, Ont. (B-G)
CAPITOL BRAND—Indian Slipper Mfg. Co., Ltd., 9 rue Morissette, Loretteville, Que. (M-W-T-B-G-I)
CAPPY CAT — Capco Shoe Co., Ltd., 5420 Papineau Ave., Montreal, Que. (B-G)
CAREFREE CASUALS — Humberstone Shoe Co., Ltd., 750 Elm St., Port Colborne, Ont. (M)
CAROL CRAFT — Tetrault Shoe Ltd., 2251 Aird Ave., Montreal, Que. (W)
C.C.M.—Canada Cycle & Motor Co., Ltd., 2015 Lawrence Ave., W., Weston, Ont. (M-W-B-G)
C.C.M. PROLITE—Canada Cycle & Motor Co., Ltd., 2015 Lawrence Ave., W., Weston, Ont. (M)
C.C.M. TACKABERRY — Canada Cycle & Motor Co., Ltd., 2015 Lawrence Ave., W., Weston, Ont. (M)
CELINA—Edna Shoe Mfg. Co., Ltd., 44 York St., Toronto, Ont. (W)
CHA-CHA—Fern Shoe, Div. of Midland Industries Ltd., Main St., Penetang, Ont. (T)
CHA CHA—Charles Ftwr. Mfg. Co., Ltd., 145 St. Peter St., St. Tite, Champlain, Que. (W)
CHALLENGER — Dufresne Industries, Ltd., St. Pie, Que. (M)
CHANTECLAIRE BY LUCERNE — La Diva Shoe Ltd., 998 Labelle St., St-Jerome, Que. (W)
CHARMETTES—Faber Shoes, Inc., 1085 Lucien Borne St., Quebec City, Que. (W)
CHASERS — LaSalle Shoe Mfg. Ltd., 2194 LaSalle Ave., Montreal, Que. (B-G)
CHIPS—Lucien Bougie, Inc., 2061 Aird Ave., Montreal, Que. (I)
CHOW—Fur & Leather Novelties Ltd., 570 King St., W., Toronto, Ont. (M-W-B-G)
CLARENDON—Arrow Shoe Ltd., 2251 Aird Ave., Montreal, Que. (M)
CLARKS—C & J Clark Canada Ltd., 3543 Danforth Ave., Scarborough, Ont. (M-W-T-B-G-I)
CLARKS CLIPPERS—C & J Clark Canada Ltd., 3543 Danforth Ave., Scarborough, Ont. (W-T)
CLARKS CONTURE COLLECTION—C & J Clark Canada Ltd., 3543 Danforth Ave., Scarborough, Ont. (W)
CLARKS DESERT BOOT—C & J Clark Canada Ltd., 3543 Danforth Ave., Scarborough, Ont. (M-W-T)
CLARKS DESERT CASUALS—C & J Clark Canada Ltd., 3543 Danforth Ave., Scarborough, Ont. (M-W-T)
CLASSMATE — Wragge Shoes, Ltd., Montrose St., Preston, Ont. (T-B-G-I)
CLIPPER—Blondeau's Shoe Mfg. Co., Ltd., 231 Christophe Colomb St., E., Quebec City, Que. (M)
COCK O'THE NORTH—Tebbutt Shoe & Leather Co., Ltd., 869 Bonaventure St., Three Rivers, Que. (M)
COLUMBUS — Dominion Rubber Co., Ltd., 550 Papineau Ave., Montreal, Que. (M-B)
COMEAU'S — F. G. Comeau & Sons, Lower Saulnierville, Digby Co., Nova Scotia (M-B)
COMMONWEALTH SHOE — H. H. Brown Shoe Co. (Canada), Ltd., Richmond, Que. (M)
COMMONWEALTH, THE — Commonwealth Shoe Co., Ltd., Hibbard St., Ridgeway, Ont. (B)
CONDOR — Dufresne Industries, Ltd., St. Pie, Que. (M)
CONQUEROR — Blondeau's Shoe Mfg. Co., Ltd., 231 Christophe Colomb St., E., Quebec City, Que. (M)
CONTOUR SHOES—Boucher & Lefaivre Ltd., 1740 Papineau Ave., Montreal, Que. (W)
COOL-FLEX—Lucien Bougie, Inc., 2061 Aird Ave., Montreal, Que. (I)
COQUETTE—La Diva Shoe Ltd., 998 Labelle St., St-Jerome, Que. (W)
CORONA—Corona Shoe Co., Ltd., Queen St., Acton, Ont. (M-W)
CORONELLAS BY CLARKS — C & J Clark Canada Ltd., 3543 Danforth Ave., Scarborough, Ont. (W-T)
CORONET — Tetrault Shoe Ltd., 2251 Aird Ave., Montreal, Que. (W)
COROWELT—Corona Shoe Co., Ltd., Queen St., Acton, Ont. (M-W)
CORSAGE—Fern Shoe, Div. of Midland Industries Ltd., Main St., Penetang, Ont. (W)
CRAFT—Empress Shoe Co., Inc., 2025 Desjardins St., Montreal, Que. (W)
CUSTOM GRADE — Arrow Shoe Ltd., 2251 Aird Ave., Montreal, Que. (M)

D

DACKS — Dack Corp., Ltd., 124 Adelaide St. W., Toronto, Ont. (M)
DAINTY — Lucien Bougie, Inc., 2061 Aird Ave., Montreal, Que. (I)
D'AMICO — Denny Stewart, Ltd., 7919 St. Lawrence Blvd., Montreal, Que. (W)
D'AMOTIO — Faber Shoes, Inc., 1085 Lucien Borne St., Quebec City, Que. (W)
DANGILINO—Denny Stewart, Ltd., 7919 St. Lawrence Blvd., Montreal, Que. (W)
DANTONIO—Denny Stewart, Ltd., 7919 St. Lawrence Blvd., Montreal, Que. (W)
DAOUST — Daoust Lalonde, Inc., 4343 Hochelaga St., Montreal, Que. (M-W-B-G)
DARLING'S BY-PERFECT — Perfect Slipper Mfg. Co., Ltd., 6545 Durocher St., Montreal, Que. (W-T)
DATERS — Bonnie Ftwr., Ltd., 149 Sterling Rd., Toronto, Ont. (T)
DA VINCI—Tarsal Ease Shoe Co., Ltd., 305 Bellechasse E., Montreal, Que. (W)
DAYTON 64 — Dayton Shoe Mfg. Co. (B. C.), Ltd., 2250 E. Hastings St., Vancouver, B. C. (M)
DEBUTANTE — Debutante Shoe, Ltd., 30 Duncan St., Toronto, Ont. (W)
DE FRANCESCA—Empress Shoe Co., Inc., 2025 Desjardins St., Montreal, Que. (W)
DEL PRADO — Denny Stewart, Ltd., 7919 St. Lawrence Blvd., Montreal, Que. (W)
DENNY STEWART DELUXE — Denny Stewart, Ltd., 7919 St. Lawrence Blvd., Montreal, Que. (W)
DI MABLO — Empress Shoe Co., Inc., 2025 Desjardins St., Montreal, Que. (W)
DI MILANO—Edna Shoe Mfg. Co., Ltd., 44 York St., Toronto, Ont. (W)
DR. KINGSLEY—Blondeau's Shoe Mfg. Co., Ltd., 231 Christophe Colomb St., E., Quebec City, Que. (M)
DR. LEWIS—Tebbutt Shoe & Leather Co., Ltd., 869 Bonaventure St., Three Rivers, Que. (M)
DOCTOR MOORE—Arrow Shoe, Ltd., 2251 Aird Ave., Montreal, Que. (M)
DR. M. W. LOCKE—Brown Shoe Co. of Canada, Ltd., Sherbrooke St., Perth, Ont. (M-W)
DOCTORS ANTISEPTIC—Tebbutt Shoe & Leather Co., Ltd., 869 Bonaventure St., Three Rivers, Que. (M)
DOLLY—Lucien Bougie, Inc., 2061 Aird Ave., Montreal, Que. (I)
DREAM STEPS—Susan Shoes, Ltd., 535 Clarke St., Burlington, Ont. (W)
DREAM STEPS—Fortune Ftwr., Ltd., 355 Clarke St., Burlington, Ont. (B-G)
DREAM WALK—St. George Shoe Co., Ltd., 18th St., St. George E., Beauc. Que. (W)
DUAL-FLEX — Dufresne Industries, Ltd., St. Pie, Que. (M)
DUDLEY — Dufresne Industries, Ltd., St. Pie, Que. (M)
DUFRESNE—Dufresne Industries, Ltd., St. Pie, Que. (M)
DUTCH GIRL BY JOHN-FRANCIS—John-Francis Shoe Co., Ltd., 532 St. Francis St., Edmundston, New Brunswick (W-I)
DUTCHIES—W. E. Woelfle Shoe Co., Ltd., 127 Victoria St. S., Kitchener, Ont. (W)

CANADIAN SHOE MANUFACTURERS

E

EAGER BEAVERS — Fortune Ftwr., Ltd., 355 Clarke St., Burlington, Ont. (B-G)
EASY-ON — Lucien Bougie, Inc., 2061 Aird Ave., Montreal, Que. (I)
ECLIPSE — Bonnie Stuart Shoes, Ltd., 141 Whitney Pl., Kitchener, Ont. (B-G)
ECONOMIC—Rita Shoe Co., Ltd., 385 Hotel-Dieu, St-Hyacinthe, Que (B-G-I)
ELAINE—Elaine Ftwr. (Stirling), Ltd., Stirling, Ont. (W)
ELK — Nap. Gignac Reg'd, 72 Martel St., Loretteville, Que. (M-W-T-B-G-I)
EMPRESS — Empress Shoe Co., Inc., 2025 Desjardins St., Montreal, Que. (W)
ESKILOOS—Dominion Rubber Co., Ltd., 550 Papineau Ave., Montreal, Que. (W-T)
ESQUIRES — John Ritchie Co., Ltd., 260 St. Vallier St., E., Quebec City, Que. (M)

F

FABER—Faber Shoes, Inc., 1085 Lucien Borne St., Quebec City, Que. (W)
FASCINATING FOOTWEAR — Grand Mere Shoe Co., Ltd., 1701 3rd Ave., Grand Mere, Que. (W)
FASHION EASE—T. H. Lane Shoe Co., Ltd., 6201 Papineau Ave., Montreal, Que. (W)
FASHIONETTE—Debutante Shoe Ltd., 30 Duncan St., Toronto, Ont. (W)
FAST-N-ZERS—St. George Shoe Co., Ltd., 18th St., St-George E., Beauc, Que.
FIANCEES—MacFarlane-Lefaivre Mfg. Ltd., 1680 Papineau Ave., Montreal, Que. (W)
FIFTH AVENUE—Faber Shoes, Inc., 1085 Lucien Borne St., Quebec City, Que. (W)
FIRENZE — Georgette & MacDonald Reg'd, 225 St. Zotique, W., Montreal, Que. (W)
FIRSTEP—Wragge Shoes, Ltd., Montrose St., Preston, Ont. (I)
FLAMINGO—Wilmont Ltd., 918 Ontario St., E., Montreal, Que. (W)
FLEET FOOT—Dominion Rubber Co., Ltd., 550 Papineau Ave., Montreal, Que. (M-B-G)
FLORSHEIM — McHale Shoes, Ltd., Wilton Grove #1, London, Ont. (M)
FOAM CUSHION HEEL TO TOE—Fern Shoe, Div. of Midland Industries Ltd., Main St., Penetang, Ont. (W)
FOOT-EZE — Central Slipper & Shoe Co., Ltd., 135 Liberty St., Toronto, Ont. (M-B)
FOOT MAGIC — MacFarlane-Lefaivre Mfg. Ltd., 1680 Papineau Ave., Montreal, Que. (M)
FOOTMASTER — Sunbeam Shoe Co., Ltd., Port Dover, Ont. (M)
FOURNIER—Fournier Shoes, Inc., 1647 Savoie St., Plessisville, Que. (M)
FRISKIES — Hewetson of Canada, 57 Mill St., N., Brampton, Ont. (W-T)
FRISKIES—Fern Shoe, Div. of Midland Industries Ltd., Main St., Penetang, Ont. (T)
FLYWEIGHTS — Wallace Ftwr. Ltd., 10225 St-Lawrence Blvd., Montreal, Que. (W)
FUNSTERS—Brown Shoe Co. of Canada, Ltd., Sherbrooke St., Perth, Ont. (W)

G

GALE—Gale Shoes Ltd., 435 St. Anselme, Que. (M)
GARRISON—Gale Shoes Ltd., 435 St. Anselme, Que. (M)
GAY LAD—Fournier Shoes, Inc., 1647 Savoie St., Plessisville, Que. (B)
GAY LORD—Fournier Shoes, Inc., 1647 Savoie St., Plessisville, Que. (M)
GAYTEES—Dominion Rubber Co., Ltd., 550 Papineau Ave., Montreal, Que. (W)
GAZELLE—Narwil Shoe Co., Ltd., 2085 St-Timothe St., Montreal, Que. (W)
GEORGETTE — Georgette & MacDonald Reg'd., 225 St. Zotique, W., Montreal, Que. (W)
GLENLEA — Corona Shoe Co., Ltd., Queen St., Acton, Ont. (M-W)
GLORIA—W. E. Woelfle Shoe Co., Ltd., 127 Victoria St., S., Kitchener, Ont. (W)
GOLD CROSS — Boucher & Lefaivre Ltd., 1740 Papineau Ave., Montreal, Que. (W)
GOLD CROSS—Tebbutt Shoe & Leather Co., Ltd., 869 Bonaventure St., Three Rivers, Que. (M)
GOLDEN PHEASANT — George G. Hodges, Ltd., 205 Vitre St., W., Montreal, Que. (W)
GORILLA — H. H. Brown Shoe Co. (Canada), Ltd., Richmond, Que. (M)
GRACIA—W. E. Woelfle Shoe Co., Ltd., 127 Victoria St., S., Kitchener, Ont. (W)
GRAND MERE—Grand Mere Shoe Co., Ltd., 1701 3rd Ave., Grand Mere, Que. (W)
GUARDSMAN—Arrow Shoe Ltd., 2251 Aird Ave., Montreal, Que. (M)
GUIDE-STEPS—Hewetson of Canada, 57 Mill St., N., Brampton, Ont. (B-G)

H

HABITANT—Habitant Slipper Ltd., St. Tite, Que. (M-W-T-B-G-I)
HAMBURG—Hamburg Felt Boot Co., Ltd., 162-166 Peel St., New Hamburg, Ont. (M-W-T-B-G-I)
HANDCRAFT—John Ritchie Co., Ltd., 260 St. Vallier St., E., Quebec City, Que. (M)
HARVARD—Gale Shoes Ltd., 435 St. Anselme, Que. (B)
HEALTH—Wragge Shoes, Ltd., Montrose St., Preston, Ont. (T-B-G-I)
HEALTH SPOTS—Murray-Selby Shoes Ltd., Richmond & Picadilly Sts., London, Ont. (M-W)
HEEL HUGGER—Murray-Selby Shoes Ltd., Richmond & Picadilly Sts., London, Ont. (M-W)
HIGHLANDERS—Highland Shoes, Seaforth, Ont. (T-B-G-I)
HOLIDAY CASUALS — Hewetson of Canada, 57 Mill St., N. Brampton, Ont. (M-B)
HOLIDAY CONTINENTALS—Hewetson of Canada, 57 Mill St., N., Brampton, Ont. (M)
HOLIDAY SNO-BELLS — Holiday Shoe Corp., 444 St. Paul St., E., Montreal, Que. (W)
HOLLYWOOD DARLING'S — Fortune Ftwr. Ltd., 355 Clarke St., Burlington, Ont. (B-G)
HUSSY — Medcalf Shoe Co., Ltd., 20 Mondamin St., St. Thomas, Ont. (G)
HYDE PARK—John Ritchie Co., Ltd., 260 St. Vallier St., E., Quebec City, Que. (M)
HYDRO ARCH-REST BOOT — Hydro City Shoe Mfrs. Ltd., 117 Weber St., W., Kitchener, Ont. (M)
HYDRO POLICE BOOT — Hydro City Shoe Mfrs. Ltd., 117 Weber St., W., Kitchener, Ont. (M)
HYDRO SHOE, THE—Hydro City Shoe Mfrs. Ltd., 117 Weber St., W., Kitchener, Ont. (M-B)
HYDRO WINGUARD—Hydro City Shoe Mfrs. Ltd., 117 Weber St., W., Kitchener, Ont. (M)

I

IDLE-IZERS—Bonnie Ftwr. Ltd., 149 Sterling Rd., Toronto, Ont. (T)
INTRIGUE — Faber Shoes, Inc., 1085 Lucien Borne St., Quebec City, Que. (W)

J

JELLY-BEANS — Fern Shoe, Div. of Midland Industries Ltd., Main St., Penetang, Ont. (T)
JOHN McHALE—McHale Shoes, Ltd., Wilton Grove #1, London, Ont. (M)
JUNIOR-STARS — O. Ouimet Reg'd., 7228 Chateaubriand, Montreal, Que. (B-G-I)

K

KAROL ORIGINALS—Sherbrooke Footwear Co., Ltd., 1180 King, E., Sherbrooke, Que. (W)
KEDETTES — Dominion Rubber Co., Ltd., 550 Papineau Ave., Montreal, Que. (W-T-G)
KEDS—Dominion Rubber Co., Ltd., 550 Papineau Ave., Montreal, Que. (M-B-G)
KEN WATSON CURLING BOOT—Medcalf Shoe Co., Ltd., 20 Mondamin St., St. Thomas, Ont. (M-W)
KIKS—Dominion Rubber Co., Ltd., 550 Papineau Ave., Montreal, Que. (M-B)
KING KASUAL BY MANDEL—Central Slipper & Shoe Co., Ltd, 135 Liberty St, Toronto, Ont (M-B)
KING KONG—H H. Brown Shoe Co. (Canada), Ltd., Richmond, Que. (M)
KNOCKABOUTS—Lafayette Shoe Mfg. Co., Ltd., 449 St. Helen St., Montreal, Que.
KRISTA—Tyrol Shoe Co., Ltd., 30-34 Notre Dame St., W., Montreal, Que. (M-W)

L

LA BELLA SCARPA — Charles Ftwr. Mfg. Co., Ltd., 145 St. Peter St., St. Tite, Champlain, Que. (W)
LA BELLE—MacFarlane-Lefaivre Mfg. Ltd., 1680 Papineau Ave., Montreal, Que. (W)
LADY EDNA—Edna Shoe Mfg. Co., Ltd., 44 York St., Toronto, Ont. (W)
LADY HEWETSON—Hewetson of Canada, 57 Mill St., N., Brampton, Ont. (W-T)
LADY HEWETSON—Fern Shoe, Div. of Midland Industries Ltd., Main St., Penetang, Ont. (W)
LA GIDCONDA—Tarsal Ease Shoe Co., Ltd., 305 Bellechasse, E., Montreal, Que. (W)
LA MARCHESSA—Empress Shoe Co., Inc., 2025 Desjardins St., Montreal, Que. (W)
LA PORTI—Debutante Shoe Ltd., 30 Duncan St., Toronto, Ont. (W)
LA SCARPA D'ITALIA—Charles Ftwr. Mfg. Co., Ltd., 145 St. Peter St., St. Tite, Champlain, Que. (W)
LASCO—A. T. Canadian Shoe Corp., Ltd., 213 St. Joseph St., L'Assomption, Que.
LEDUC—Northern Shoe Mfg. Co., Ltd., 11 MacDonald Ave., Winnipeg, Man. (M-B)
LITTLE JEWELS — St. George Shoe Co., Ltd., 18th St., St-George E., Beauc, Que. (W)
LITTLE TREASURES—Fortune Ftwr. Ltd., 355 Clarke St., Burlington, Ont. (B-G)
LOUNGER—Dack Corp., Ltd., 124 Adelaide St., W., Toronto, Ont. (M)
LOU LOUS—Donatelli Shoe Mfg. Co., 5579 Christophe Colomb Ave., Montreal, Que. (I)
LUCERNE ORIGINALS—La Diva Shoe Ltd., 998 Labelle St., St-Jerome, Que. (W)
LUCIANO—St. George Shoe Co., Ltd., 18th St., St-George E., Beauc, Que. (W)
LUXOR—Dufresne Industries, Ltd., St. Pie, Que. (M)

M

MAC-MOC—Willow Footwear, Ltd., 305 A-York, Ottawa, Ont. (M-B)
MANLEIGH—Tetrault Shoe, Ltd., 2251 Aird Ave., Montreal, Que. (M)
MANSFIELD—John Ritchie Co., Ltd., 260 St. Vallier St. E., Quebec City, Que. (M)
MAPLE LEAF—Dominion Rubber Co., Ltd., 550 Papineau Ave., Montreal, Que. (M-B)
MARIE FRANCE—T. H. Lane Shoe Co., Ltd., 6201 Papineau Ave., Montreal, Que. (W)
MARVO — Dominion Rubber Co., Ltd., 550 Papineau Ave., Montreal, Que. (W)
MASTERBUILT—John Ritchie Co., Ltd., 260 St. Vallier St. E., Quebec City, Que. (M)
MASTER OF THE WALK — Charles Ftwr. Mfg. Co., Ltd., 145 St. Peter St., St. Tite, Champlain, Que.
MC HALE — John McHale Shoes, Ltd., Wilton Grove #1, London, Ont. (M)
MELLO-FOAM — Lafayette Shoe Mfg. Co., Ltd., 449 St. Helen St., Montreal, Que. (W)
MISS AMERICA—Brown Shoe Co. of Canada, Ltd., Sherbrooke St., Perth, Ont. (G)
MISS CHIC—St. George Shoe Co., Ltd., 18th St., St-George E., Beauc, Que. (W)
MISS COQUETTE—La Diva Shoe, Ltd., 998 Labelle St., St-Jerome, Que. (W)
MISS SEVENTEEN — Bonnie Stuart Shoes, Ltd., 141 Whitney Pl., Kitchener, Ont. (T)
MOVIE STARS—Grand Mere Shoe Co., Ltd., 1701 3rd Ave., Grand Mere, Que.
MOXEES — Fortune Ftwr., Ltd., 355 Clarke St., Burlington, Ont. (W)

N

NANETTE MELODIE — Georgette & MacDonald Reg'd, 225 St. Zotique, W., Montreal, Que. (W)
NAPOLI — St. George Shoe Co., Ltd., 18th St., St-George E., Beauc, Que. (W)
NATURALIZER — Brown Shoe Co. of Canada, Ltd., Sherbrooke St., Perth, Ont. (W)

NORTH QUEEN — Charles Ftwr. Mfg. Co., Ltd., 145 St. Peter St., St. Tite, Champlain, Que. (W)
NU-LAMB—Holiday Shoe Corp., 444 St. Paul St. E., Montreal, Que. (W)

P

PANTHEON—H. H. Brown Shoe Co. (Canada), Ltd., Richmond, Que. (M)
PARADERS — Faber Shoes, Inc., 1085 Lucien Borne St., Quebec City, Que. (W)
PARINO—Parino Shoe Co., Ltd., 9500 St. Lawrence, Montreal, Que. (W)
PARIS—Pierre Paris & Sons, Ltd., 51 W. Hastings St., Vancouver, B. C. (M)
PASSPORT—Medcalf Shoe Co., Ltd., 20 Mondamin St., St. Thomas, Ont. (W)
PEAK SHOE — Blondeau's Shoe Mfg. Co., Ltd., 231 Christophe Colomb St., E., Quebec City, Que. (M)
PEE-CHOO—Leisure Footwear, Inc., 70 Martel St., Loretteville, Que. (M-W-B)
PENGUINS — Dominion Rubber Co., Ltd., 550 Papineau Ave., Montreal, Que. (M-W)
PENNANT—British Rubber Co., Ltd., 455—19th Ave., Lachine, Que. (M-W-T-B-G-I)
PERFECT POISE — Grand Mere Shoe Co., Ltd., 1701 3rd Ave., Grand Mere, Que. (W)
PERKIES—Dominion Rubber Co., Ltd., 550 Papineau Ave., Montreal, Que. (W-T-G)
PETTI'S—Wilmont, Ltd., 918 Ontario St. E., Montreal, Que. (W)
PLAY BOY—Macfarlane-Lefaivre Mfg. Ltd., 1680 Papineau Ave., Montreal, Que. (M)
PLAYBOYS—John Ritchie Co., Ltd., 260 St. Vallier St. E., Quebec City, Que. (M)
PLAY PALS — Highland Shoes, Seaforth, Ont. (T-B-G-I)
POCKET ROCKET — Daoust Lalonde, Inc., 4343 Hochelaga St., Montreal, Que. (M-B)
POLLINI — Wallace Ftwr., Ltd., 10225 St-Lawrence Blvd., Montreal, Que. (W)
POLYLASTIC — British Rubber Co., Ltd., 455—19th Ave., Lachine, Que. (M-W-T-B-G-I)
PONY'S—Lucien Bougia, Inc., 2061 Aird Ave., Montreal, Que. (I)
PORTAGE — Charles Ftwr. Mfg. Co., Ltd., 145 St. Peter St., St. Tite, Champlain, Que. (M)
PRETTIES—Lucien Bougie, Inc., 2061 Aird Ave., Montreal, Que. (I)
PRINCESS LANE — T. H. Lane Shoe Co., Ltd., 6201 Papineau Ave., Montreal, Que. (W)
PROFILE—Narwell Shoe Co., Ltd., 2085 St-Timothe St., Montreal, Que. (W)
PRO-P-ARCH—John Ritchie Co., Ltd., 260 St. Vallier St. E., Quebec City, Que. (M)
PUDDLERS—British Rubber Co., Ltd., 455—19th Ave., Lachine, Que. (W-B-G)
PUNCH & JUDY—Sunbeam Shoe Co., Ltd., Port Dover, Ont. (B-G)

Q

QUEEN ANNE—Anne Footwear Ltd., 291 St. Vallier St., E., Quebec City, Que. (W)

R

RAMONA — Charles Ftwr. Mfg. Co., Ltd., 145 St. Peter St., St. Tite, Champlain, Que. (W)
RAPMAEL—Aird & Son., Ltd., 916 Ontario St., E., Montreal, Que. (W)
RASMO — Industrial Shops for the Deaf, 65 DeCastelnau St., W., Montreal, Que. (M-W)
RED FEATHER — Tarsal Ease Shoe Co., Ltd., 305 Bellechasse, E., Montreal, Que. (W)
RICHARD—Daoust Lalonde, Inc., 4343 Hochelaga St., Montreal, Que. (M-B)
RIOU—Hector Riou & Fils Ltee., Trois-Pistoles, Que. (M-B)
RITA—Rita Shoe Co., Ltd., 385 Hotel-Dieu, St-Hyacinthe, Que. (B-G-I)
RITCHIE—John Ritchie Co., Ltd., 260 St. Vallier St., E., Quebec City, Que. (M)
RITCHIE FLEXIBLE — John Ritchie Co., Ltd., 260 St. Vallier St., E., Quebec City, Que. (M)
ROMEO—Lucien Bougie, Inc., 2061 Aird Ave., Montreal, Que. (I)
ROYAL CROWN—MacFarlane-Lefaivre Mfg. Ltd., 1680 Papineau Ave., Montreal, Que. (M)
ROYAL RICHMOND — H. H. Brown Shoe Co. (Canada), Ltd., Richmond, Que. (M)

S

SABATINI — Corona Shoe Co., Ltd., Queen St., Acton, Ont. (W)
ST. MORITZ — A. T. Canadian Shoe Corp., Ltd., 213 St. Joseph St., L'Assomption, Que.
SALON DEBS—Bonnie Ftwr. Ltd., 149 Sterling Rd., Toronto, Ont. (T)
SCAMPERS—T. Sisman Shoe Co., Ltd., Town of Aurora, Ont. (M-B-G)
SCOTTIE STUART — Bonnie Stuart Shoes, Ltd., 141 Whitney Pl., Kitchener, Ont. (B)
S. E. DACK—Dack Corp., Ltd., 124 Adelaide St., W., Toronto, Ont. (M)
SERENITY BY CLARKS—C & J Clark Canada, Ltd., 3543 Danforth Ave., Scarborough, Ont. (W)
SERVICE SENIORS — Murray-Selby Shoes Ltd., Richmond & Picadilly Sts., London, Ont. (W)
S G'S—Hewetson of Canada, 57 Mill St., N., Brampton, Ont. (B-G)
SHOO-SHOOS — Lucien Bougie, Inc., 2061 Aird Ave., Montreal, Que. (I)
SILHOUETTE—Aird & Son, Ltd., 916 Ontario St., E., Montreal, Que. (W)
SKIPALONG — Skipalong Shoes, Montrose St., Preston, Ont. (T-G-I)
SKIPFOAM — Skippy Ftwr. Ltd., Elmira, Ont. (M-W-T-B-G)
SKYLINE BY CLARKS—C & J Clark Canada Ltd., 3543 Danforth Ave., Scarborough, Ont. (W)
SLATER FOOT-RITE—Slater Shoe Co., (Canada) Ltd., 5805 DeNormanville St., Montreal, Que. (M)
SLATER IMPERIAL—Slater Shoe Co., (Canada) Ltd., 5805 DeNormanville St., Montreal, Que. (M)
SLATER ROYAL — Slater Shoe Co., (Canada) Ltd., 5805 DeNormanville St., Montreal, Que. (M)
SLAX—Fern Shoe, Div. of Midland Industries Ltd., Main St., Penetang, Ont. (W)
SLO-POKES—Capco Shoe Co., Ltd., 5420 Papineau Ave., Montreal, Que. (B-G)
SMALL FRY—Capco Shoe Co., Ltd., 5420 Papineau Ave., Montreal, Que. (B-G)
SMARDON—Tarsal Ease Shoe Co., Ltd., 305 Bellechasse E., Montreal, Que. (W)
SMART STEP—Dominion Rubber Co., Ltd., 550 Papineau Ave., Montreal, Que. (W-G)
SNOWMAN—Leisure Footwear, Inc., 70 Martel St., Loretteville, Que. (M-W)
SNOW QUEEN — Holiday Shoe Corp., 444 St. Paul St., E., Montreal, Que. (W)
SOF'SHU—Corona Shoe Co. Ltd., Queen St., Acton, Ont.
SOFT TOUCH BY AIR STEP—Brown Shoe Co. of Canada, Ltd., Sherbrooke St., Perth, Ont. (W)
SOLE-MATES — Capco Shoe Co., Ltd., 5420 Papineau Ave., Montreal, Que. (B-G)
SOMERSET—Fournier Shoes, Inc., 1647 Savoie St., Plessisville, Que. (M)
SOPHISTICATES — MacFarlane-Lefaivre Mfg. Ltd., 1680 Papineau Ave., Montreal, Que. (W)
SORRENTO — Tarsal Ease Shoe Co., Ltd., 305 Bellechasse E., Montreal, Que. (W)
SPARKLER—Robert Woolley Shoe Co., Ltd., Elliot St., Galt, Ont. (T)
STARFLEX—Star Slipper Co., Ltd., 2382 Dundas St., W., Toronto, Ont. (M-B)
STRATFORD — Dufresne Industries, Ltd., St. Pie, Que. (M)
STROLLER—Medcalf Shoe Co., Ltd., 20 Mondamin St., St. Thomas, Ont. (W)
STYL-EEZ — Murray-Selby Shoes Ltd., Richmond & Picadilly Sts., London, Ont. (W)
STYLE LINE — Robert Woolley Shoe Co., Ltd., Elliot St., Galt, Ont. (B-G)
STYLE PRIDE—Susan Shoes, Ltd., 535 Clarke St., Burlington, Ont. (W)
STYLE STRIDE—Bonnie Stuart Shoes, Ltd., 141 Whitney Pl., Kitchener, Ont. (W)
SULTANA — W. E. Woelfle Shoe Co., Ltd., 127 Victoria St., S., Kitchener, Ont. (W)
SUNNI SANDAL—Wragge Shoes, Ltd., Montrose St., Preston, Ont. (T-B-G-I)
SUSAN CASUALS—Susan Shoes, Ltd., 535 Clarke St., Burlington, Ont. (W)
SWEATER SET — Medcalf Shoe Co., Ltd., 20 Mondamin St., St. Thomas, Ont. (G)

T

TANDEMS BY AIR STEP—Brown Shoe Co. of Canada, Ltd., Sherbrooke St., Perth, Ont. (W)
TARSAL EASE—Tarsal Ease Shoe Co., Ltd., 305 Bellechasse, E., Montreal, Que. (W)
TEBBUTT — Tebbutt Shoe & Leather Co., Ltd., 869 Bonaventure St., Three Rivers, Que. (M)
TEEN ANNE—Anne Footwear Ltd., 291 St. Vallier St., E., Quebec City, Que. (T)
TENLITE—LaSalle Shoe Mfg. Ltd., 2194 LaSalle Ave., Montreal, Que. (M-W-B-G)
TETRAULT, THE—Tetrault Shoe Ltd., 2251 Aird Ave., Montreal, Que. (M)
TETRAULT'S ALLURING FOOTWEAR —Tetrault Shoe Ltd., 2251 Aird Ave., Montreal, Que. (W)
THOROBILTS—T. Sisman Shoe Co. Ltd., Town of Aurora, Ont. (M-B)
TIMELY—Dufresne Industries, Ltd., St. Pie, Que. (M)
TOPPER — Wallace Ftwr. Ltd., 10225 St. Lawrence Blvd., Montreal, Que. (W)
TOPPERETTS — Wallace Ftwr. Ltd., 10225 St. Lawrence Blvd., Montreal, Que. (W)
TRAIL'S END MOCC —Nap. Gignac Reg'd. 72 Martel St., Loretteville, Que. (M-W)
TRAINMASTER — Williams Shoe Ltd., 53 Railroad St., Brampton, Ont. (M)
TRAVELITE—Trend Notions & Novelties, Inc., 1830 Parthenais St., Montreal, Que. (W-B-G-I)
TRAVELMAID — MacFarlane-Lefaivre Mfg. Ltd., 1680 Papineau Ave., Montreal, Que. (W)
TREDDERS—T. Sisman Shoe Co. Ltd., Town of Aurora, Ont. (M-B)
TRED-LITE—British Rubber Co., Ltd., 455—19th Ave., Lachine, Que. (M-W-T-B-G-I)
TROTABOUT — Wragge Shoes, Ltd., Montrose St., Preston, Ont. (M)
TRU FIT—Charles Ftwr. Mfg. Co., Ltd., 145 St. Peter St., St. Tite, Champlain, Que. (M)
TRU-POISE—Murray-Selby Shoes Ltd., Richmond & Picadilly Sts., London, Ont. (W)
TUFF WEAR—Rita Shoe Co., Ltd., 385 Hotel-Dieu, St. Hyacinthe, Que. (M-B)
T V'S—Hewetson of Canada, 57 Mill St., N., Brampton, Ont. (B)
TWINKLE TOE—Wragge Shoes, Ltd., Montrose St., Preston, Ont. (T-B-G-I)
TYROL—Tyrol Shoe Co., Ltd., 30-34 Notre Dame St., W., Montreal, Que. (M-W)

V

VAMPA—Lucien Bougie, Inc., 2061 Aird Ave., Montreal, Que. (I)
VITA-ARCH — Dack Corp. Ltd., 124 Adelaide St., W., Toronto, Ont. (M)
VOGUE—Tetrault Shoe Ltd., 2251 Aird Ave., Montreal, Que. (W)
VOGUETTE—T. H. Lane Shoe Co., Ltd., 6201 Papineau Ave., Montreal, Que. (W)
VOYAGEUR—Fur & Leather Novelties Ltd., 570 King St., W., Toronto, Ont. (M-W-B-G)

W

WALES—Tetrault Shoe Ltd., 2251 Aird Ave., Montreal, Que. (M)
WEE-SOFTIE — Lucien Bougie Inc., 2061 Aird Ave., Montreal, Que. (I)
WEE-STEP—Lucien Bougie Inc., 2061 Aird Ave., Montreal, Que. (I)
WILLIAMS — Williams Shoe Ltd., 53 Railroad St., Brampton, Ont. (M)
WINSTON—Williams Shoe Ltd., 53 Railroad St., Brampton, Ont. (M)
WINTERETTES — Dominion Rubber Co., Ltd., 550 Papineau Ave., Montreal, Que. (W-T)
WINTERPROOF — British Rubber Co., Ltd., 455-19th Ave., Lachine, Que. (M-W)
WINTER QUEEN — Narwil Shoe Co., Ltd., 2085 St. Timothe St., Montreal, Que. (W)
WOLCOTTS—Wolcott Shoe Co., Ltd., 285 Ashland Ave., London, Ont. (M-T-B-G-I)
WOOD N STREAM — Daoust Lalonde, Inc., 4343 Hochelaga St., Montreal, Que. (M)

Y

YOUNG N' GAY—Wragge Shoe, Ltd., Montrose St., Preston, Ont. (T-B-G-I)
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